35 Cents

30th YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

NOVEMBER 28, 1960

Sarnoff's blast at ABC-TV draws mixed views in agency circles 27

State Farm's big investment in laughs and Jack Benny is paying off 32

Take the client along when filming? Yes, says Tracy-Locke's DuPont 22

Sunday afternoon half-rate, prime time is hot buy, TvAR claims 36

COMPLETE INDEX PAGE 7

IF IT'S *Audience* YOU WANT...

KiSN PORTLAND, ORE.
PULSE AUG. 1960 28.3%
OVERALL 6 A.M. to MIDNIGHT

KiCN DENVER
SPECIAL PILOT SURVEY SEPT. 1960 36.7%
OVERALL 6 A.M. to MIDNIGHT

KOiL OMAHA
PULSE SEPT. 1960 35.3%
OVERALL 6 A.M. to MIDNIGHT

IF IT'S *Results* YOU WANT...

CALL
KiSN PORTLAND — JERRY FLESEY, Mgr. CAPITOL 6-7191
KiCN DENVER — DICK SHIREMAN, Mgr. AMHERST 6-3703
KOiL OMAHA — STEVE SHEPARD, Mgr. 342-7626

AMERICA'S HIGHEST RATED MULTI GROUP OPERATION

DYNAMIC RADIO IN DYNAMIC MARKETS

KiSN - Portland
AVERY-KNODEL
KOiL - Omaha
AVERY-KNODEL
KiCN - Denver
H-R

the Star stations
DON W. BURDEN — President

Lighting by SYLVANIA

The BIG **wheeling tv** PICTURE covers rich Wheeling-Steubenville INDUSTRIAL OHIO VALLEY.

The Sylvania trademark symbolizes another proud product known the world over and manufactured in the flourishing market that makes WTRF-TV WHEELING a primary TV BUY! Audience? Two million people spending over 1¾ billion dollars annually in the 7,500 retail outlets here!

*Sylvania Lighting Fixtures in ultra-modern Cobo Hall, Detroit, were designed and produced by 300 craftsmen of Sylvania Electric Products Inc., subsidiary of General Telephone & Electronics, in Wheeling, West Virginia.

wtrf-tv

316,000 watts NBC network color

CHANNEL 7

WHEELING 7, WEST VIRGINIA

Represented Nationally by George P. Hollingbery Company

DECISION MAKERS

LISTEN TO

WCBM

RADIO IN BALTIMORE

You win friends and influence people when you talk to the WCBM Adult-level audience.

These are the DECISION MAKERS . . . selecting . . . and purchasing products and services of all types!

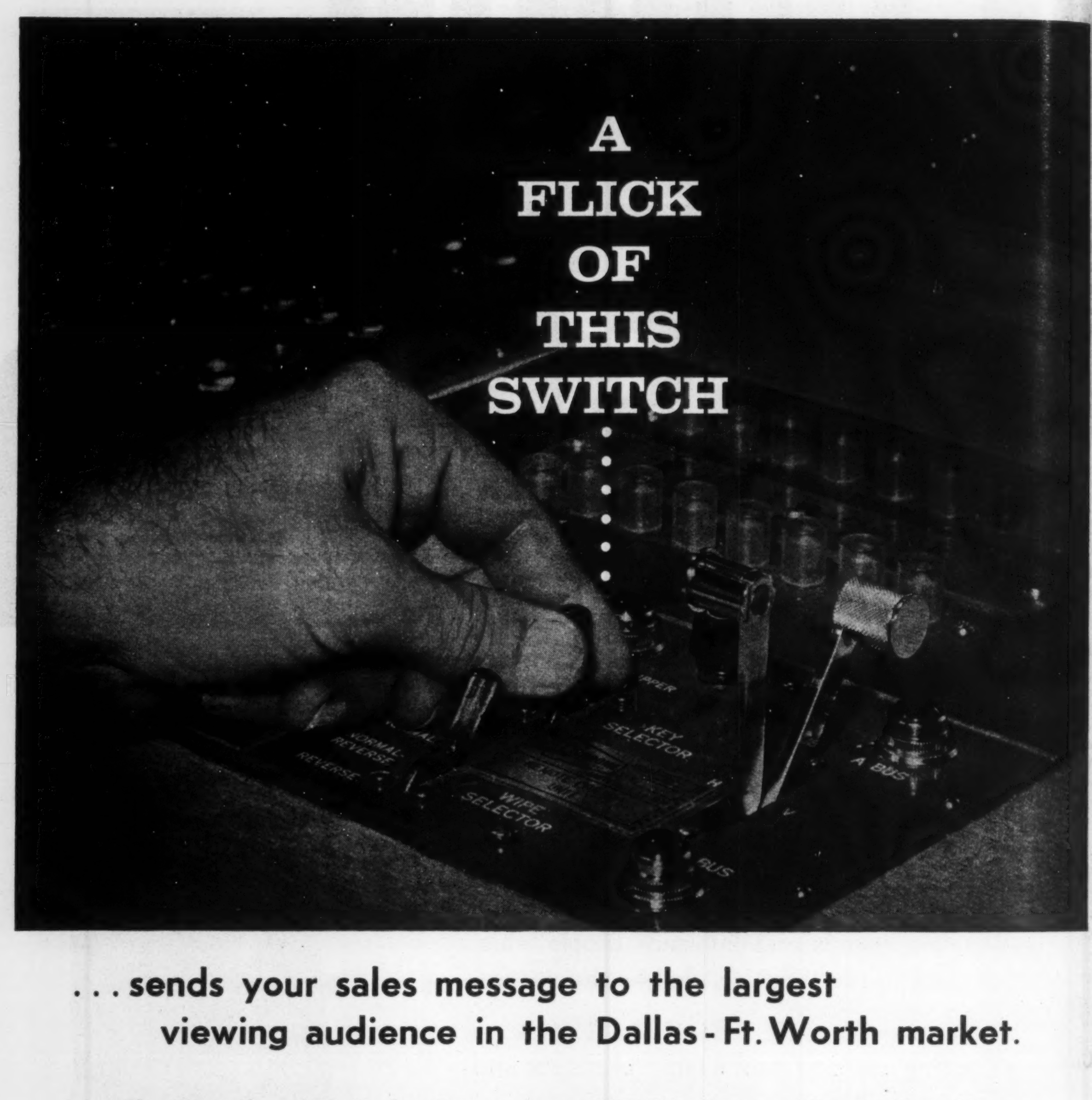
Talk to them on their favorite station—they'll be listening!

WCBM

A CBS RADIO AFFILIATE

10,000 Watts on 680 KC Baltimore 13, Maryland

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives


A
FLICK
OF
THIS
SWITCH
NORMAL REVERSE
REVERSE
KEY SELECTOR
WIPE SELECTOR
A BUS
BUS
H
V

. . . sends your sales message to the largest viewing audience in the Dallas - Ft. Worth market.

The September ARB Market Report shows KRLD-TV's Average Quarter Hour Homes Reached, Sunday thru Saturday, **20.4%** greater than Station B, **44.4%** greater than Station C and **272.4%** greater than Station D.

Reach the Dallas-Ft. Worth Market EFFECTIVELY With Channel 4

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Information show sales

Emerging sales patterns encourage hope that 1961 not only will see more information programming on television networks but also will find more of it commercially sponsored. It's reported, for instance, that CBS News already can account for close to $46 million in CBS-TV network billings next year (almost $25 million in time charges alone). This unofficial estimate assumes two "ifs" that network salesmen expect to become fact: that rest of *CBS Reports* will be sold, and that *Face the Nation* will be sold for 13 weeks.

Manhunt

There will be no dearth of prospects for FCC Democratic vacancy and/or chairmanship as change in administration approaches. New names heard last week included Harry M. Plotkin, Washington attorney and former assistant general counsel of FCC who resigned in 1951 to enter private practice in Washington; Kenneth A. Cox, Seattle attorney, protege of Chairman Warren G. Magnuson (D-Wash.) of Senate Commerce Committee and special counsel of committee on communications-electronics matters, and Theodore Granik, *American Forum of the Air* producer who has maintained Washington law practice for two decades.

So far, however, there hasn't been slightest indication from President-elect John F. Kennedy as to his predilections on FCC or any independent agency. Elevation of Commissioner Robert T. Bartley to chairmanship is still regarded as logical but not necessarily set. There's abundant support for interim chairmanship in hands of Commissioner T. A. M. Craven.

Cloudy on clears

FCC may find itself deadlocked 3-3 on ancient clear channel breakdown case. Seventh commissioner—Charles H. King, who has been in Hawaii on official business—so far has not participated because of lack of familiarity with case. If deadlock persists, FCC may have no alternative than to dismiss proceeding, pending since 1945.

Here's how commission is understood to line up: In favor of breaking down 12 of existing 24 clear channels (most of them network owned and operated stations in major markets) with other 12 to be held status quo *but with potential of 750,000 watts: Ford, Hyde, Lee. In favor of selective breakdown of all 24 channels (killing super power prospects) by controlling assignments so that they would go to under-served areas instead of major markets: Bartley, Craven, Cross.*

New voices

Whether presidential news secretary James C. Hagerty takes over as news chief of ABC (and prospects are that he will) there'll probably be influx of new commentators and analysts on network. One of basic differences between John Daly, who has resigned as ABC vice president in charge of news and public affairs, and top management, was his insistence that basic staff he appointed in 1953 be retained. Management wanted some new blood.

Old habit

FCC officials expressed surprise at concern of broadcasters over so-called spot announcement numerical count in renewal form consideration (BROADCASTING, Aug. 29 et seq.) in private meeting with NAB officials. Commissioners cited this as standard practice for last several years; also that screening occurs only in comparing promise vs. performance. They emphasized that spot count is subsidiary to other issues and that no station has ever been set for hearing on this matter alone.

One hour meeting to place Nov. 15 with five commissioners (Lee and King were not present) and following FCC staffers: Harold G. Cowgill, Broadcast Bureau chief; Joseph N. Nelson, renewal & transfer chief; Ashbrook P. Bryant, network study chief, and James B. Sheridan, special assistant to Chairman Ford. For NAB: Thomas C. Bostic, Cascade Stations, chairman of radio board; Merrill Lindsay, WSOY Decatur, Ill., vice chairman of radio board, and John F. Meagher, NAB radio vice president; Vincent T. Wasilewski, government relations vice president and Douglas A. Anello, chief attorney.

Policy board

When Florida's Governor LeRoy Collins takes over as NAB president Jan. 4, he'll probably have new type policy committee to steer him until annual NAB convention in Washington in May. Committee, to replace present three-man policy group that has served as regency since death of President Harold E. Fellows last March, probably again will be headed by Clair R. McCollough. As one prominent board member put it, this is indicated "because of Clair's ability, his availability from his organization, his geography and his work on the policy committee." At NAB convention, it's likely that provision will be made for regular chairmanship, to be rotated among outstanding broadcasters. Mr. McCollough has been often suggested as first chairman.

First public appearance of Governor Collins after he assumes NAB presidency Jan. 4 will be in formal address before Federal Communications Bar Assn. annual meeting in Washington Jan. 13. Governor Collins hasn't indicated his subject and it won't necessarily be on communications law or Washington operations.

Breaking ties

First move to eliminate all possibilities of conflict of interest was taken last week by Meyer (Mike) Feldman, legislative assistant to President-elect John F. Kennedy. Mr. Feldman entered into contract to sell KLAD Klamath Falls, Ore. (see page 56), and is expected to sell his 30% interest in WADK Newport, R. I., to his partner, Arnold Lerner. Mr. Feldman previously has had minority interests in KOMA Oklahoma City (15%) and in KITO San Bernardino, Calif. (37%).

There's no legal basis for potential "conflict of interest" problem due to ownership by vice president-elect's wife, Lady Bird Johnson, of string of Texas radio and tv stations. Matter was raised in some quarters on basis that Sen. Johnson will be member of White House official family and President names appointees to FCC, which issues licenses to applicants. Technically speaking, according to legal authorities, Mr. Johnson has no official voice in naming commissioners and exerts no authority over stations.

On the hook

Perennial pre-Christmas problem of advertisers changing plans after contracts are placed with station reps is being met firmly. Radio reps report at least two instances that are current in which advertisers had decided to cancel stations after getting clearances. Advertisers—Bayer aspirin through Dancer-Fitzgerald-Sample, and Bulova, via McCann-Erickson—were held to minimum of two-week run under standard cancellation clause. In Bulova's case, advertiser wound up changing its mind second time and extending two-week required duration to six weeks.

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LISTEN! THERE'S AN IMPORTANT NEW SOUND IN SOUTH FLORIDA

THE SOUND OF MUSIC

WGBS

DIAL 710 RADIO MIAMI

SOUTH FLORIDA ASKED FOR IT! That great, ever-growing, multi-million-dollar market . . . with Miami at its heart . . . has changed, is changing! Its citizens demanded better radio programming, and only WGBS—the Storer station, with 33 years of responsible broadcasting—could answer the demands!

WGBS ANSWERED WITH "THE SOUND OF MUSIC". . . a new concept of continuous radio enjoyment, presenting only the best music, from Rodgers and Hammerstein to Stephen Foster . . . 24 hours a day, 7 days a week, 365 days a year! It's THE SOUND OF MUSIC as only WGBS could broadcast it—on 50,000 watts—high power, high fidelity, high quality, and keyed to the mood of each hour.

AND TOTAL INFORMATION NEWS. . . expanded around the clock to include 48 veteran radio newsmen voicing reports direct from all points of the world . . . local news prepared and aired by the 10 top full-time newsmen at WGBS—the largest and most experienced radio news staff in Florida!

AN INDEPENDENT NEW WORLD OF RADIO . . . developed after months of discussion, decisions, and station changes. The final dramatic and independent step was taken as the only possible way to satisfy those thousands of alert listeners who were asking for this new kind of programming.

INTRODUCED VIA A TREMENDOUS PROMOTION. . . the biggest and most dynamic promotional "blitz" ever carried out by a Florida radio station. The public will be intrigued by words and music in the sky; billboards everywhere; ads on radio and TV, in newspapers and movie trailers; direct mail! And, to keep the interest high all year, a series of 100 contests will be conducted—with dignity and restrained excitement!

NOW, TODAY, WGBS BECOMES THE FIRST BUY IN SOUTH FLORIDA . . . Miami's prestige station, the one radio station able to offer you a distinctive audience of over half a million families in this fast-growing, eager-to-buy market!

NOW, TODAY . . . CALL KATZ!

WGBS, 710 RADIO MIAMI • 50,000 WATTS • 1605 BISCAYNE BLVD., MIAMI, FLORIDA • A STORER STATION

WEEK IN BRIEF

Lots of dust got kicked up when Robert W. Sarnoff of NBC-TV called competitor ABC-TV a "narrow-gauge" network, but agency executives apparently weren't influenced strongly enough to change their buying patterns. They're divided, however, in supporting Mr. Sarnoff and defending ABC-TV. See . . .

AFTERMATH OF SARNOFF BLAST . . . 27

How does the advertiser get the most for his tv dollar? The issue of mass audience versus high-calibre programming was debated last week before New York's Radio and Television Executives Society by Arthur E. Duram of Fuller & Smith & Ross and Rodney Erickson of Filmways. See . . .

CIRCULATION OR QUALITY? . . . 30

FCC's "get-tough" uhf policy tolls death knell for 26 more uhf permittees who did not construct. Uhf cemetery is filled with 234 dead authorizations now. See . . .

FCC DELETES 26 UHF'S . . . 62

It's no laugh when you sock 60% of your ad budget into one vehicle. But State Farm Insurance Co. has confidence the laughs produced by Jack Benny and guests in comic situations will win customers. See . . .

STATE FARM'S TV PUSH . . . 32

On a cost-per-thousand basis, Sunday afternoon is a pretty hot buy—one-half evening rates. And it's prime time, according to Television Advertising Representatives Inc. See . . .

SUNDAY AFTERNOON BONANZA . . . 36

"Candid Camera" may be watching you. But like others, you won't know it until the program sequence is completed and the joke is on you. The show now is making its mark on CBS-TV. See . . .

INSIDE 'CANDID CAMERA' . . . 74

KWK St. Louis cries "foul" at FCC's method of instituting the revocation proceeding against the station for alleged contest frauds. KWK demands bill of particulars. See . . .

KWK'S 'ST. LOUIS BLUES' . . . 58

Improved climate for broadcasting regulation and radio-tv code activities produce high interest at NAB's fall conference in Chicago. See . . .

NAB FOCUS: MIDWEST . . . 49

CBS Radio's new format (Nov. 28) exterminates the remnants of the soap opera. "Ma Perkins" is no more after 7,065th episode last Friday. Three other serials fade out too. See . . .

GOODBYE, MA PERKINS . . . 68

Status of the threatened talent strike hung in balance at the weekend as AFTRA, SAG, producer and network negotiators were to meet in New York Nov. 26 for another attempt at settling contract differences. Old pact expired Nov. 15. See . . .

NETWORK-TALENT TALKS . . . 46

Despite the popular notion, there are advantages to taking the client along when the agency producer films his television commercials. Larry DuPont of Tracy-Locke Co., Dallas, recites the details. See . . .

MONDAY MEMO . . . 22

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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THE PIED PIPER WAS A PIKER!

He entranced only the youngsters of Hamelin. KMTV intrigues, attracts and *sells* to children in 60 counties in five states.

For most of the youngsters in this area, *"World's Greatest Cartoons"* and *"Popeye Playhouse"* are as much a part of their daily activities as school and peanut butter sandwiches. All* recent Omaha surveys say these potent spot carriers dominate *all* competing programs on *all* other Omaha and Lincoln stations.

You, too, can be a Pied Piper in the Omaha market. Parents in tow, our young viewers will be led to your product. Petry will sell you one of our flutes.

KMTV 3 OMAHA-LINCOLN

*June '60 ARB, June '60 Nielsen, Feb. '60 Nielsen, Jan '60 ARB

Late news breaks on this page and on page 10
Complete coverage of week begins on page 27

AT DEADLINE

Canon 35 aids Reds, SDX's Newton reports

Though waiver of equal time for Kennedy-Nixon radio-tv debates was "gain" for broadcasting, little progress has been made for electronic access to courtrooms, according to annual report of Sigma Delta Chi's freedom of information committee submitted yesterday (Sunday) by V. M. Newton Jr., chairman and SDX president.

Report said Congress could end bureaucratic secrecy "almost overnight" by simply blocking appropriations to agencies, bureaus and commissions which "persist" in withholding information from public. But Congress is slow, it said, because of political party "worship," hesitancy to "collide head-on" with President and "preference for political privilege" inherent in secret government. Mr. Newton charged there is more federal secrecy today than eight years ago when he assumed committee chairmanship.

Discussing American Bar Assn.'s Canon 35, Mr. Newton, managing editor of *Tampa* (Fla.) *Tribune,* said Soviet Union's widely distributed pictures of U-2 spy trial showed "great decorum and great dignity in the Russian courtroom." They refute ABA arguments that cameras would disturb decorum and dignity of court and abet Russian propaganda, he said. ABA thus "denies American press the opportunity of propagandizing the world on free American justice." Joint committee of media and bar representatives has failed to obtain funds for thorough study of Canon 35.

Mr. Newton called on all newsmen and public to keep "constant pressure upon the individual congressman" in interest of informed public opinion and free government. Report listed 173 cases of federal abridgment of freedom of information in five years with censorship removed in 95 and continued in 68 cases and restrictions partly removed in eight and partly continued in two others. But SDX fight is "now earning rich dividends in government information" in various states, he said.

NAB asks delayed date for finance comments

NAB Friday asked FCC to extend deadline from Dec. 9 to Feb. 1 for comments on proposed changes in financial form required yearly from every licensee of broadcast station.

FCC issued proposed changes earlier this month (BROADCASTING, Nov. 7). They include requirement for condensed balance sheet, analysis of all notes, itemization of technical and program sales and general administrative expenses, report of profits and losses from all sources, and accounting of all payments made to officers and directors.

NAB request for extension said that since many broadcasters have not seen proposals, association sent duplicate copies to all members. Comments from individual broadcasters should produce "more affirmative result," NAB said.

New career

John Charles Daly, tv personality and recently resigned ABC vice president in charge of news, special events and public affairs, will marry Virginia Warren, daughter of Chief Justice and Mrs. Earl Warren, Dec. 22 in San Francisco, according to formal engagement announcement made Friday (Nov. 25) by Miss Warren's parents.

Mr. Daly resigned his ABC post over policy differences with AB-PT President Leonard Goldenson (BROADCASTING, Nov. 21). He is also known as moderator of CBS-TV panel show *What's My Line?*

Guterma denies guilt

Alexander L. Guterma and five others have pleaded not guilty of conspiring to sell $1.5 million worth of unregistered United Dye & Chemical Corp. stock.

Trial on this charge was scheduled Dec. 12. Mr. Guterma, one-time head of MBS, is serving 59-month prison term for violating securities laws. He's also under sentence of 8 to 24 months and $10,000 fine for failing to register as foreign agent. This involved 1959 charge he accepted $750,000 from Dominican Republic to air Trujillo propaganda on MBS. None was ever broadcast. MBS is now owned by Minnesota Mining & Manufacturing Co.

Disc firms sign consents

Three more record distributors have signed payola consent orders with Federal Trade Commission, bringing to 86 number of complaints settled this way. FTC issued 102 complaints in yearlong attack on payola problem.

Latest consent judgments were signed by: General Distributing Co., Baltimore; Triumph Records Inc., New York; and Jay Kay Distributing Co., Detroit.

All three were charged with making under-counter payments to radio-tv disc jockeys. General and Jay Kay also were charged with payments to other broadcast station personnel.

Barbour appointed in ARTS expansion

As part of its expansion move into tv program packaging and production, Advertising, Radio & Television Services Inc., New York, is announcing today (Nov. 28) that Oliver Barbour, formerly vice president in charge of radio-tv for Benton & Bowles, New York, has joined ARTS as senior vice president and chairman of plans board.

Gerald Auerbach, ARTS president, said several tv programs on tape and film are in planning stage and their titles

ABC-TV claims No. 1

ABC-TV claimed Friday it had taken over No. 1 position in national Nielsen ratings for first time, with average evening program rating of 18.6 against 17.8 for CBS-TV and 17.5 for NBC-TV. Figures were based on Nielsen report for two weeks ended Nov. 6, which show ABC-TV and CBS-TV with four programs each in Top 10 and six each in Top 15, and NBC-TV with two in Top 10 and three in Top 15.

ABC announcement, which came while NBC Board Chairman Robert Sarnoff's attack on ABC-TV was still echoing (see page 27), claimed audience leadership on Monday, Tuesday, Thursday and Friday nights; gave CBS-TV leadership on Saturday and Sunday nights and NBC-TV top place on Wednesday night. ABC said Nielsen ranked Top 15 as follows (all periods 7:30-11 p.m. Monday through Saturday and 6:30-11 p.m. Sunday):

Gunsmoke (CBS) 36.3; *Wagon Train* (NBC) 33.9; *Have Gun, Will Travel* (CBS) 32.3; *Debbie Reynolds Show* (ABC) 19.7; *Real McCoys* (ABC) 27.6; *Rawhide* (CBS) 27.2; *Untouchables* (ABC) 27.0; *Bonanza* (NBC) 26.9; *77 Sunset Strip* (ABC) 16.8; *Danny Kaye Show* (CBS) 26.4; *Perry Mason* (CBS) 26.1; *Price Is Right* (NBC) 25.7; *My Three Sons* (ABC) 25.2; *Danny Thomas Show* (CBS) 25.2; *Lawman* (ABC) 24.1.

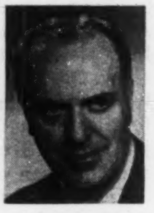
more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Matson

Mr. Stone

Mr. Trevarthen



Mr. Stabile

Mr. Jahncke

George D. Matson, vp, general manager of NBC-TV, promoted to newly-created post of vp, assistant to president of NBC, as part of series of executive changes at network. Mr. Matson joined NBC in 1952 and served in various financial posts, including that of vp and treasurer from 1958-59. **Robert L. Stone,** vp of operations and engineering at NBC-TV, moves into post of vp and general manager of NBC-TV, succeeding Mr. Matson. Mr. Stone began at NBC in 1959 as vp of facilities operations, after serving in various executive capacities at ABC. **William Trevarthen,** vp of NBC-TV Network Operations (WEEKS HEADLINER, Nov. 14), succeeds Mr. Stone as vp of operations and engineering for NBC-TV. **James A. Stabile,** vp of standards and practices for NBC, advanced to vp of staff of NBC-TV, and **Ernest Lee Jahncke Jr.,** director of standards and practices, named to head this department as Mr. Stabile's successor. Mr. Trevarthen has been with NBC since 1959 and earlier had been with ABC for 16 years, latterly as vp of production services. Mr. Stabile joined NBC in 1957 as manager of talent negotiations, and earlier had been with ABC as vp and general counsel. Mr. Jahncke started at NBC in December 1959 and previously had been vp and assistant to president of Edward Petry & Co., N. Y., and from 1952-57 held that same title at ABC.

Joel Chaseman, program manager of WJZ-TV Baltimore, is being appointed today (Monday) to new post of radio program manager of Westinghouse Broadcasting Co.'s central program operation in New York. Mr. Chaseman is being succeeded in Baltimore by **William T. Wagner,** now program director of KTRK-TV Houston, effective Dec. 15. Richard M. Pack, WBC programming vp who announced new appointments, heads staff that has been augmented with series of recent appointments.

Mr. Streibert

Theodore C. Streibert, formerly director of U. S. Information Agency and veteran broadcasting executive, joins Time Inc. Broadcasting Div. as vp and general manager of WTCN-AM-TV Minneapolis. Appointment is effective Dec. 1. He fills vacancy created by resignation of Phil Hoffman last September. Since 1957, Mr. Streibert has been with International Basic Economy Corp. (IBEC) which deals with merger negotiations, financing and acquisitions of properties and new projects. Mr. Streibert, first director of USIA, began broadcasting career with WOR New York in 1933. Following year he helped found Mutual Broadcasting System. In 1937 he was appointed vp and general manager of WOR, advancing to president in 1945. From 1949-1951 he was board chairman of Mutual where he helped to establish WOIC-TV (now WTOP-TV) Washington and WOR-TV New York. He was appointed to USIA in 1953.

For other personnel changes of the week see FATES & FORTUNES

will be announced shortly. Mr. Barbour, who was involved while at B&B with production and purchase of such shows as *The Rifleman, Danny Thomas Show* and *Andy Griffith Show,* will concentrate on programming activities at ARTS. Parent company is also active in production and distribution of film and in laboratory film processing.

Four Star gross rises

Four Star Television Inc., Hollywood, reports first quarter gross income of $4,215,592 during 13-week period ending Sept. 24, which was period just prior to public issuance of stock.

With net income of $147,266 after provision for federal income tax, amortization of film costs and profit participation of other ventures, company's net profit earned 30 cents per share based on 480,000 outstanding shares before recent public issue. Based on present outstanding 600,000 shares, net profit equals 25 cents per share.

Last year's gross was $15,141,419, which resulted in net profit of $317,506 and earnings per share for year ending June 30 of 66 cents.

Telenews' Reid dies

Robert H. Reid, 52, general sales manager of Telenews News Film, division of Hearst Metrotone News, died at his home in New York Wednesday (Nov. 23). He was considered pioneer in sale of film and tape news and documentary programming to tv stations.

Lipton looks ahead

Lipton Tea, after looking back on results of its partial sponsorship of NBC-TV coverage of political conventions and elections returns, is looking forward to more of same. Lipton's agency, Sullivan, Stauffer, Colwell & Bayles, New York, not only has notified NBC that it's pleased with results, but added this note: "This then is a formal request that in view of Lipton's participation in the 1960 conventions and elections, they be given the opportunity to participate in the 1964 convention and election coverage on NBC."

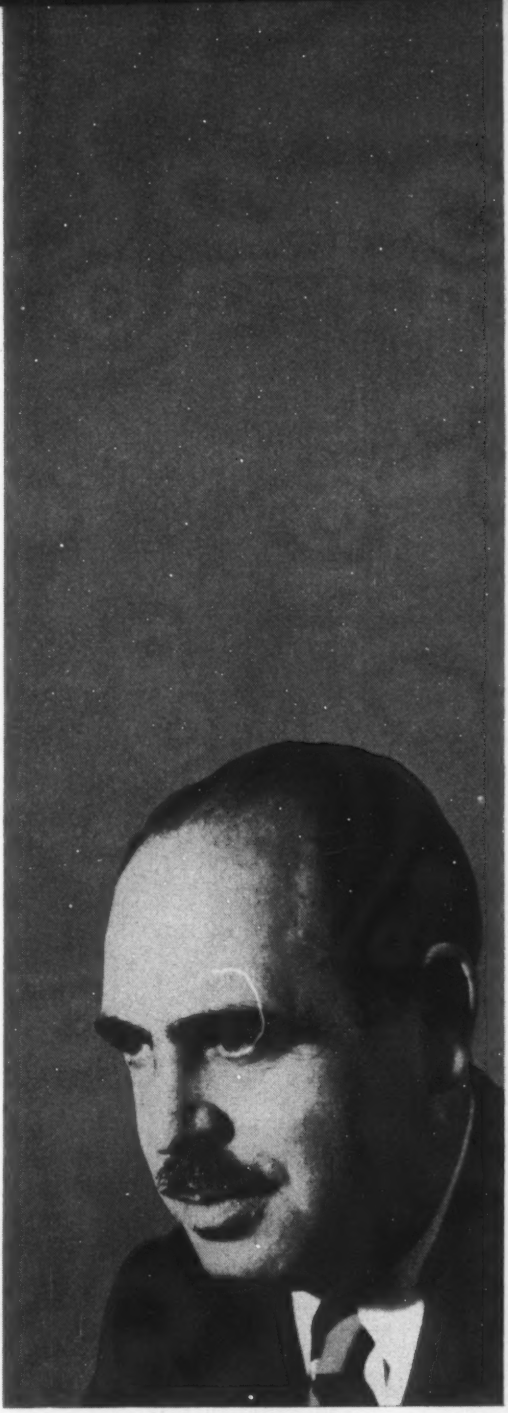
Tedescos buy KWKY

Station sale announced Friday:

- KWKY Des Moines, Iowa: Sold by General Broadcasting Services Inc. to Tedesco Inc. for $165,000. This is second recent purchase by Tedesco firm, comprising Nicholas and Victor J. Tedesco as principal owners; previously it bought KBLO Hot Springs, Ark. Tedescos have interests in applications for new radio stations in Council Bluffs, Iowa-Omaha, Neb.; Chisholm and Hibbing, Minn. areas. KWKY is 1 kw fulltime on 1150 kc.

WWVA renews with CBS

WWVA Wheeling, W. Va., last week renewed its affiliation contract with CBS. New contract dating from Nov. 28 is for two years with customary six-month cancellation clause on either side. Station is earmarked for sale to WWVA Inc. (group headed by Ira and Bernice Herbert) for $1.3 million upon FCC approval of Storer's $10 million purchase of WINS New York from J. Elroy McCaw.



Distinguished achievement award for

"incisive reporting from Soviet Russia over the past two decades."

Thus the University of Southern California School of Journalism and its Alumni Association honor Henry Shapiro, veteran UPI Moscow bureau chief.

Shapiro is one of the many talented UPI reporters whose enterprise, ingenuity and professional competence have won the respect of editors everywhere.

United Press International

A UPI MAN IS AT THE SCENE

the prestige independent

New York is Giant in size and sales. It is not easily sold. WPIX-11, *New York's Prestige Independent*, delivers the "right tool at the right time"—*minute* commercials in prime *evening* time in a "network atmosphere." On WPIX-11 your commercials are in programs with the "network look." This "network atmosphere" also extends to our advertisers and our audience. 98% of our advertisers are national. The quality of the WPIX audience has been proved by A. C. Nielsen to be the *equal* of the leading network station's audience. *Minute* commercials in prime *evening* time ... in a "network atmosphere" provide the "right tool at the right time."

where are your 60-second commercials tonight?

network programming

M SQUAD / AIR POWER / MAN AND THE CHALLENGE / HOW TO MARRY A MILLIONAIRE / MIKE HAMMER / MEN INTO SPACE / HIGH ROAD / TARGET / SAN FRANCISCO BEAT / THIS MAN DAWSON / DECOY / INVISIBLE MAN / NEW YORK CONFIDENTIAL / MEET MCGRAW / STATE TROOPER / YOU ARE THERE / TRACKDOWN / YOU ASKED FOR IT / SILENT SERVICE / MR. ADAMS AND EVE / THE HONEYMOONERS / SHOTGUN SLADE / NAVY LOG / BOLD VENTURE / JEFF'S COLLIE / THE CALIFORNIANS / BOLD JOURNEY / WHIRLYBIRDS / AND MANY MORE

network audiences

No significant difference! This was the verdict of the A. C. Nielsen Company following their *qualitative analysis* of the audiences of the leading *Network* station and WPIX, the prestige *independent*. This special study provides a *direct comparison* of audiences during the hours 7-11 PM, seven nights a week / FAMILY INCOME HOME OWNERSHIP / AUTOMOBILE OWNERSHIP / OCCUPATION / in other words, the "content" of a rating point on WPIX and the leading Network station is *the same!*

WPIX

network advertisers

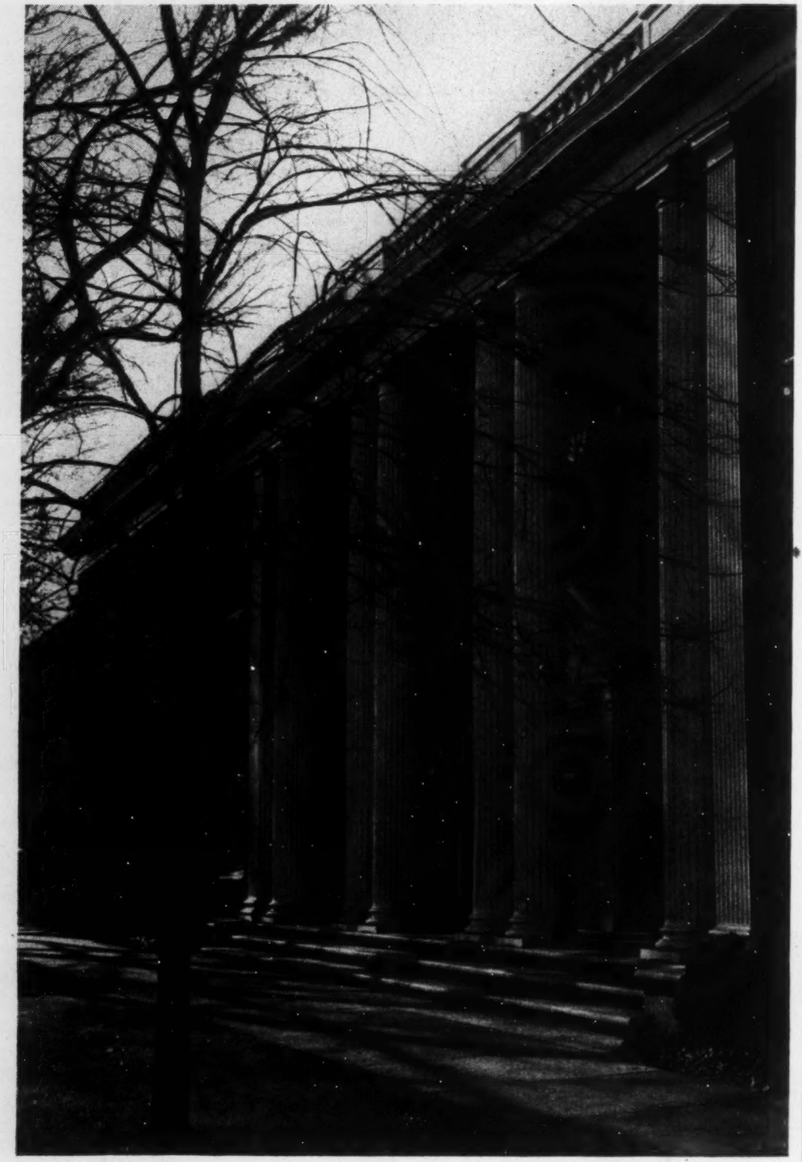
Brown & Williamson Tobacco Corp. / Procter & Gamble Company / Colgate-Palmolive Company / General Motors Corp. / Ralston Purina Company / Bristol Myers Company / General Electric Company / General Foods Corp. / American Tobacco Company / Standard Brands, Inc. / Coca-Cola Company / P. Ballantine & Sons / Kellogg Company / R. J. Reynolds Tobacco Company / Borden Company / General Mills, Inc. / Del Monte Foods / Texas Company / F & M Schaefer Brewing Company / And many more.

Kellogg's
RICE KRISPIES
WIN
LARGE SIZE
VICEROY
Filter Tip
CIGARETTES
TEXACO

11
12
10
WPIX

new york

The ONLY New York independent qualified to display the SEAL OF GOOD PRACTICE



GATEWAY TO THE HEART OF SOUTH CAROLINA:

The 257,961 people who make WIS-Television's home market the state's largest metropolitan area (and a close second in the *two* Carolinas after a 38.1% increase in the 1960 Census) give Channel 10 their major time and attention, not to say devotion. This adds up to a 78.5 share of audience, says ARB (March 1960). And throughout South Carolina, WIS-Television's 1526-foot tower, tallest in the South, delivers *more* of the state, *more effectively* than any other station. In short, South Carolina's major selling force is

WIS television • COLUMBIA, SOUTH CAROLINA NBC/ABC
a station of
THE BROADCASTING COMPANY OF THE SOUTH

WIS-Television, Channel 10, Columbia, S.C.
WIS Radio, 560, Columbia, S.C.
WSFA-TV, Channel 12, Montgomery, Ala.

Broadcasting Publications Inc.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Vice President and Managing Editor
Edwin H. James

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Rufus Crater

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Senior Editor: Bruce Robertson; Western Sales Manager: Bill Merritt; Assistant: Virginia Stricker.

Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. Correspondent: James Montagnes.

Broadcasting* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, Broadcasting*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. Broadcasting-Telecasting* was introduced in 1946.

*Reg. U.S. Patent Office.

Copyright 1960: Broadcasting Publications.

"It's a great selling tool. I don't see how anybody stays in business without it...This market does more dollar volume of local business than a great many of the three-station markets in the country. A great percentage of that business is on *Videotape** ...It gets local business because it absolutely takes the risk out of it. For example, it's awfully hard for an advertiser to visualize from a piece of copy paper with a video column and an audio column just what his commercial is going to look like on TV. But if the salesman can say, 'I've got a spot all recorded for you on your fall coat sale, and I want you to see it,' then he's sold. This is just so much better than any other way to sell local television that you just can't compare it!...What do we think of Ampex? No question but what they're the leaders in tape. They put tape on the map, and as far as we're concerned, it's the Ampex VTR that's keeping it there." A single sheet of paper, an envelope addressed to Ampex and a 4¢ stamp is all it takes to get the complete profit-potential story about tape...and about the Ampex VTR as a basic sales-building component of any complete TV operation.
Drop us a line today. Write to Ampex, department BT.

AMPEX

AMPEX PROFESSIONAL PRODUCTS COMPANY • 934 CHARTER ST., REDWOOD CITY, CALIF. • AMPEX OF CANADA LTD., REXDALE, ONTARIO

MR. JOHN TYLER, GENERAL MANAGER OF KFDA-TV, AMARILLO. (112,500 TV HOMES; 151ST MARKET).

*TM AMPEX CORP

DRAW

Ranger Hoby Gilman outdraws 'em all!

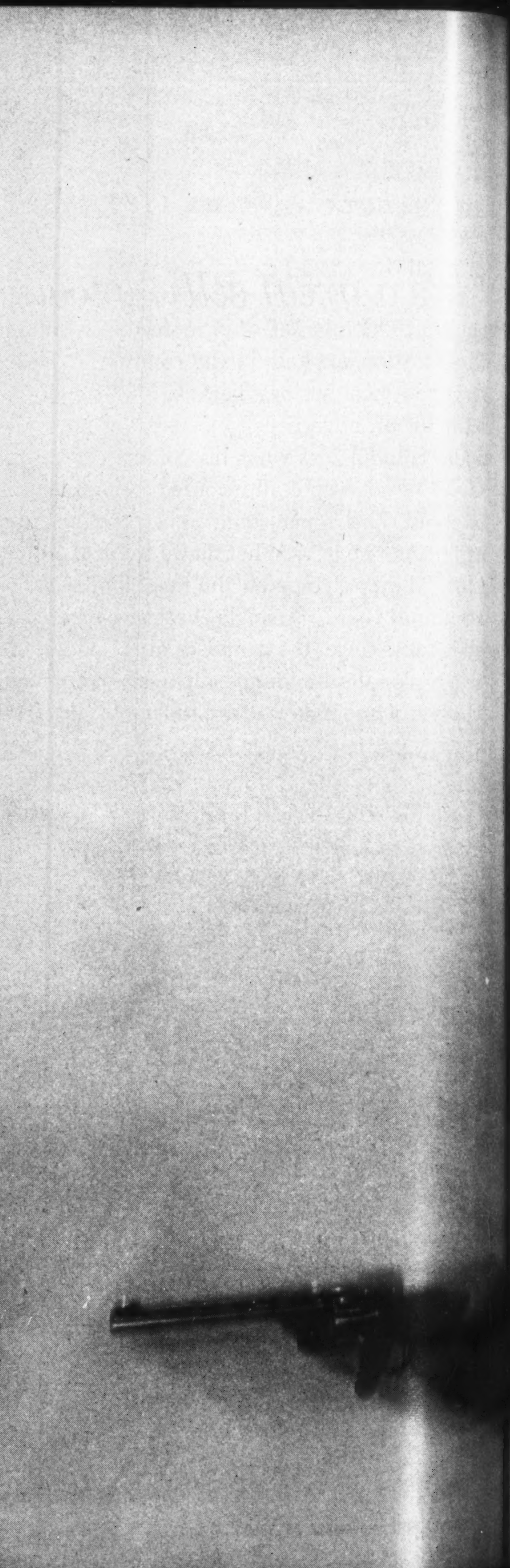
His syndicated series, **TRACKDOWN**, is first in its time period in Chicago (27.6 rating), Chattanooga (34.3 rating), Great Falls (44.8 rating), Jacksonville (23.9 rating), Miami (11.5 rating), New Orleans (21.6 rating), Seattle-Tacoma (18.5 rating), El Paso (36.0 rating) and in other markets coast to coast. (Nielsen)

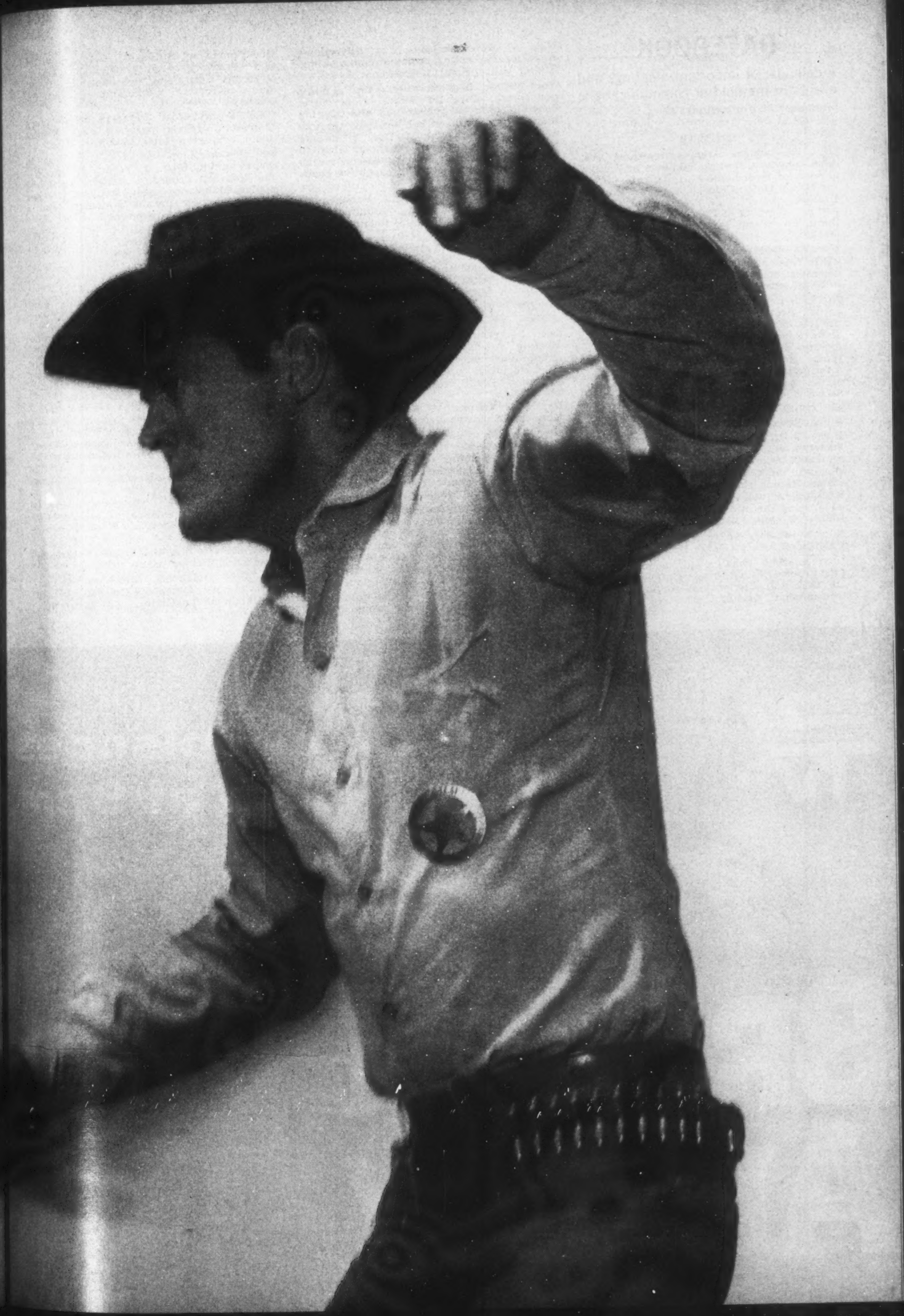
Naturally, Hoby draws advertisers too! **TRACKDOWN** has scored bang-up sales results for such big-timers as American Tobacco and Mobil Oil (Hoby's sponsors on the CBS Television Network), Schlitz, Standard Oil of Indiana, Anheuser-Busch, and Guarantee Savings & Loan (Fresno). Sponsor Ziegler Sausages (Birmingham) sums it up this way: "**TRACKDOWN** has proven to be all we hoped it would be."

Produced by Four Star Films, starring Robert Culp, **TRACKDOWN** is the only television series ever to win the official endorsement of both the Texas Rangers and the State of Texas. In your area, for audience and advertiser endorsement "big as Texas"—sign up Hoby Gilman and **TRACKDOWN**. For information call

CBS FILMS

"...THE BEST FILM PROGRAMS FOR ALL STATIONS"
NEW YORK, CHICAGO, LOS ANGELES, DETROIT, BOSTON, ST. LOUIS, SAN FRANCISCO, DALLAS AND ATLANTA. CANADA: S.W. CALDWELL LTD.





DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

NOVEMBER

*Nov. 28—**Chicago Area Agricultural Adv. Assn.** luncheon, hosting members of National Assn. of Tv & Radio Farm Directors. Conrad Hilton Hotel, Chicago. Speaker: Douglas Graves, assistant vice president of Correspondent Banking at Harris Trust & Savings Bank, on "Farm Production — Consumer Market."

Nov. 28—Deadline for reply comments in **FCC's** rulemaking proceeding to drop in vhf channels at less than present minimum mileage separations. Docket 13340.

Nov. 28—Deadline for nominations for 8th annual **Brotherhood Awards**, sponsored by the National Conference of Christians & Jews. Competition's 12 categories in media include separate categories for radio programs and television programs. Further information and entries can be had from Media Awards Committee, NCCJ, 43 W. 57th St., New York 19, N. Y.

Nov. 28-29—**NAB Fall Conference**. Biltmore Hotel, New York City.

Nov. 29—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Maury Long, BROADCASTING magazine, will moderate, and Bill Quarton, WMT Cedar Rapids, and Bob Bordley, WTOP Washington, will discuss how trade paper advertising helps them. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

Nov. 30—**Society of Technical Writers and Publishers**, Prince George Hotel, New York.

Nov. 30—New deadline for comments on **FCC** proposal to permit am stations to operate with full carrier and single sideband transmission. Docket 13506.

Nov. 30—**American Assn. of Advertising Agencies** east central region annual meeting. Statler Hilton Hotel, Detroit.

Nov. 30-Dec. 3—**Sigma Delta Chi** national convention, Biltmore Hotel, New York. Schedule calls for registration and opening night buffet, convention sessions through annual evening banquet Dec. 2, closing morning meeting and afternoon visit to United Nations Dec. 3, and post-convention activity of Sigma Delta Chi executive council Dec. 4.

*Nov. 30-Dec. 2—**American Management Assn.** workshop seminar, "Administration of the Company's Public Relations Program." Co-chairmen: Dan H. Baer, Los Angeles manager of Harshe-Rotman Inc., and Jack Anderson, corporate director of public relations and advertising for the Marquardt Corp., Van Nuys, Calif. Ambassador Hotel, Los Angeles.

DECEMBER

Dec. 2—**Arizona Broadcasters Assn.** fall meeting. All-day session at Mountain Shadows Resort near Scottsdale, Ariz. Norman E. Cash, TvB president, and Kevin B. Sweeney, RAB president, are principal speakers.

Dec. 2 — **Arizona AP Radio & Tv Assn.**, Mountain Shadows Resort.

*Dec. 5—**Hollywood Ad Club** luncheon. Hollywood Roosevelt Hotel. Gen. Charles S. D'Orsa, commanding officer, Army Combat Development Experimentation Center, Fort Ord, will discuss how the Army is developing 1970's combat weapons today.

Dec. 6—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Lou Hausman, Television Information Office, will moderate and C. Wrede Petersmeyer and Herman Land, Corinthian Broadcasting Corp., are among participants. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

*Dec. 7—**Advertising Council** annual Hollywood luncheon, Studio 33, CBS Television City. Frank Pace Jr., chairman, General Dynamics Corp., and vice chairman, President's bi-partisan commission on national goals, will speak.

*Dec. 8—**Broadcast Pioneers**, New York chapter, Christmas party. 6 p.m., Empire Room, Lexington Hotel, New York City.

Dec. 9—Comments due on **FCC** proposal to revise annual financial report (Form 324) due from all broadcast stations, including condensed balance sheet, analysis of notes payable, a new income statement and a new breakdown of revenues.

*Dec. 31—Deadline for entries in first **International Broadcast Awards** competition of Hollywood Advertising Club.

JANUARY 1961

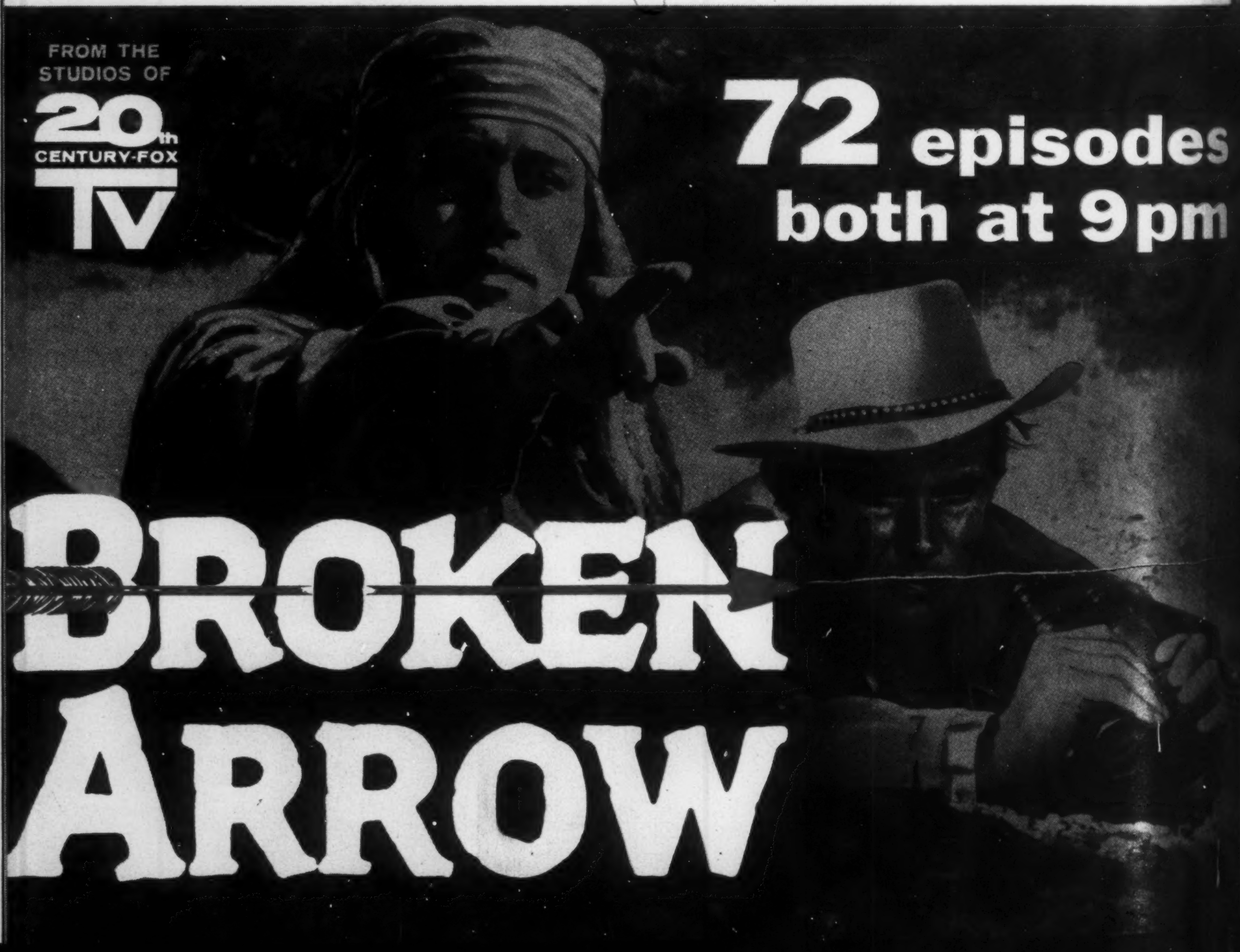
Jan. 8-12—**National Retail Merchants Assn.** 50th anniversary convention. W. Maxey Jarman, board chairman of Genesco Corp., will speak at the opening-day luncheon. Grand Ballroom, Statler-Hilton Hotel, New York.

*Jan. 10—Deadline for entries for the **George Foster Peabody Radio & Television Awards**. The awards give recognition to programs, stations, networks and individuals. Categories for both radio and tv are: news, entertainment, education, youth or children's programs, promotion of international understanding and public service. Entry blanks and further information may be obtained from the Dean, Henry W. Grady School of Journalism, U. of Georgia, Athens, Ga.

Jan. 13—New York Chapter, **Academy of Television Arts & Sciences** "Close-Up" 1961 dinner. Grand Ballroom, Waldorf-Astoria Hotel.

Jan. 21-22—Ninth annual **Retail Advertising Conference**, Palmer House. Chicago.

Jan. 23-24—**Oklahoma Broadcasters Assn.** Biltmore Hotel, Oklahoma City. Members of the Oklahoma Legislature will attend luncheon meeting.



Jan. 24-26—**Georgia Radio & Television Institute**, sponsored by The Georgia Assn. of Broadcasters and Henry W. Grady School of Journalism, U. of Georgia, Athens.

*Jan. 27—**Educational Foundation of American Women in Radio & Television**, Board of Trustees meeting. Belmont Plaza Hotel, New York City.

*Jan. 27-29—**American Women in Radio & Television**, board of directors meeting. Belmont Plaza Hotel, New York City.

FEBRUARY

*Feb. 1—Deadline for entries in National Safety Council's non-competitive public interest awards to radio-tv and other public information media entries will be accepted for radio-tv stations and networks, advertisers, daily and weekly newspapers, national news services and syndicates, and labor organizations; consumer and trade magazines and outdoor advertising companies. NSC also will administer **Alfred P. Sloan Radio-Tv Awards for Highway Safety** from among recipients of council's public interest awards in radio-tv and advertiser categories. Two new awards of $1,000 each will be presented to producer and writer of radio or tv programs selected from Sloan Award winners. Official blanks may be obtained from the Council at 425 N. Michigan Ave., Chicago, Ill.

Feb. 1—Deadline for entries in 38th annual **Better Copy Contest** of Public Utilities Advertising Assn. Twenty classifications to be judged include separate categories for radio and television. Not restricted to PUAA-affiliated companies. Further information available from W. L. Perdue, contest chairman, Kansas City Power & Light Co., 800 Kansas Ave., Topeka, Kan.

Feb. 1-3—**Winter Military Electronics** convention, sponsored by National Professional Group on Military Electronics and Los Angeles section, Institute of Radio Engineers. Register exhibits with Arthur N. Curtiss, IRE Business Office, 1435 S. La Cienega Blvd., Los Angeles 35. Convention will be held in Biltmore Hotel there.

Feb. 4—**Directors Guild of America**, annual awards dinner dance. Beverly Hilton, Beverly Hills, Calif. Presentation of awards for outstanding directorial achievement in theatrical motion pictures, live and film tv programs.

*Feb. 5-6—**Texas Assn. of Broadcasters** spring convention. Commodore Perry Hotel, Austin.

Feb. 5-11—**1961 Advertising Week.**

*Feb. 7—**International Broadcast Awards** banquet of Hollywood Ad Club. 8 p.m., Moulin Rouge, Hollywood. Awards for outstanding broadcast commercials in international competition will be presented.

Feb. 14-15—**Assn. of National Advertisers**, cooperative advertising workshop. Hotel Ambassador, Chicago.

Feb. 22-23—Sixth annual **Conference of Presidents of State Broadcaster Assns.** Shoreham Hotel, Washington, D. C.

*Feb. 26—**Broadcast Pioneers**, New York chapter, first of a series of annual salutes to stations. WLW Cincinnati to be honored. 5 p.m., Latin Quarter, New York City. Proceeds will go to the Broadcasters' Foundation Inc.

MARCH

*March 9—**Radio & Television Executives Society of New York** annual banquet. 7:30 p.m., Grand Ballroom, Waldorf-Astoria Hotel, New York City.

*March 17-18—**Professional Advertising Club of Topeka** workshop and clinic. Washburn U., Topeka, Kan.

APRIL

April 6-8—**Montana Broadcasters Assn.** annual meeting. Billings, Mont.

April 14-15—**Kansas Assn. of Radio Broadcasters** annual convention. Jayhawk Hotel, Topeka.

April 26-29—**Institute for Education by Radio-Television**, Deshler-Hilton Hotel, Columbus, Ohio.

MAY

*May 3-6—**American Public Relations Assn.** 17th annual convention. Hotel Shelburne, Atlantic City, N. J. The association's Philadelphia Forge will be host. The theme will be: "Analyzing Public Relations' Accomplishments Problems, Opportunities and Skills."

*May 4-8—**American Women in Radio & Television**, national convention. Statler Hilton Hotel, Washington, D. C.

May 4-14—**Brand Names Week.**

May 7-11—**NAB** annual convention. Sheraton Park and Shoreham Hotels, Washington.

May 15-27—**International Festival of Television Arts & Sciences.** Montreux, Switzerland. Schedule includes an international tv equipment trade fair and a contest judging of the best television musical variety program. The fair is being held under patronage of the Swiss Television Authority and the city of Montreux.

Advertising Federation of America 1961 Conventions

Jan. 27-29—**Eastern inter-city conference of Women's Advertising Clubs.** Warwick Hotel, Philadelphia.

Feb. 1—**AFA** annual mid-winter conference and congressional reception. Statler-Hilton Hotel, Washington, D.C.

April 6-7—**AFA** 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.

April 13-16—**AFA** 4th district convention. Dupont Plaza Hotel, Miami.

April 21-22—**AFA** 9th district convention. Savery Hotel, Des Moines, Iowa.

May 27-31—**AFA** 5th annual convention. Sheraton Park Hotel, Washington, D.C.

s that broke network records
n Tuesday and 4:30pm Sunday
now available first time locally

STARRING MICHAEL ANSARA AND JOHN LUPTON. The authentically-set story of the U. S. Indian agent who made peace with and became a "blood brother" of the Apache chief Cochise. BROKEN ARROW is the series that changed network history in 2 completely different time periods. On both Tuesday night at 9:00 pm and Sunday afternoon at 4:30 pm, BROKEN ARROW lifted the ABC-TV Network from a weak third position to a solid second place. Now BROKEN ARROW is available to repeat its success for you in your market.

A "natural" for station programing needs.

Direct from its network success to you.

I T C

INDEPENDENT TELEVISION CORPORATION / 488 Madison Avenue • N. Y. 22 • PLaza 5-2100

OPEN MIKE ®

Native 'foreigners'

EDITOR: On pages F-79, 80 and 81 of the 1960 BROADCASTING Yearbook the following languages were listed as "foreign": Apache, Cherokee, Chippewa, Eskimo, Navajo, Thlinget and Ute. If they are "foreign" to the North American continent, pray tell where in this world, or any other, are they native?—*Earl N. Hodges, Chief Engineer, KFFA Helena, Ark.*

AFA's 'Advertising Year'

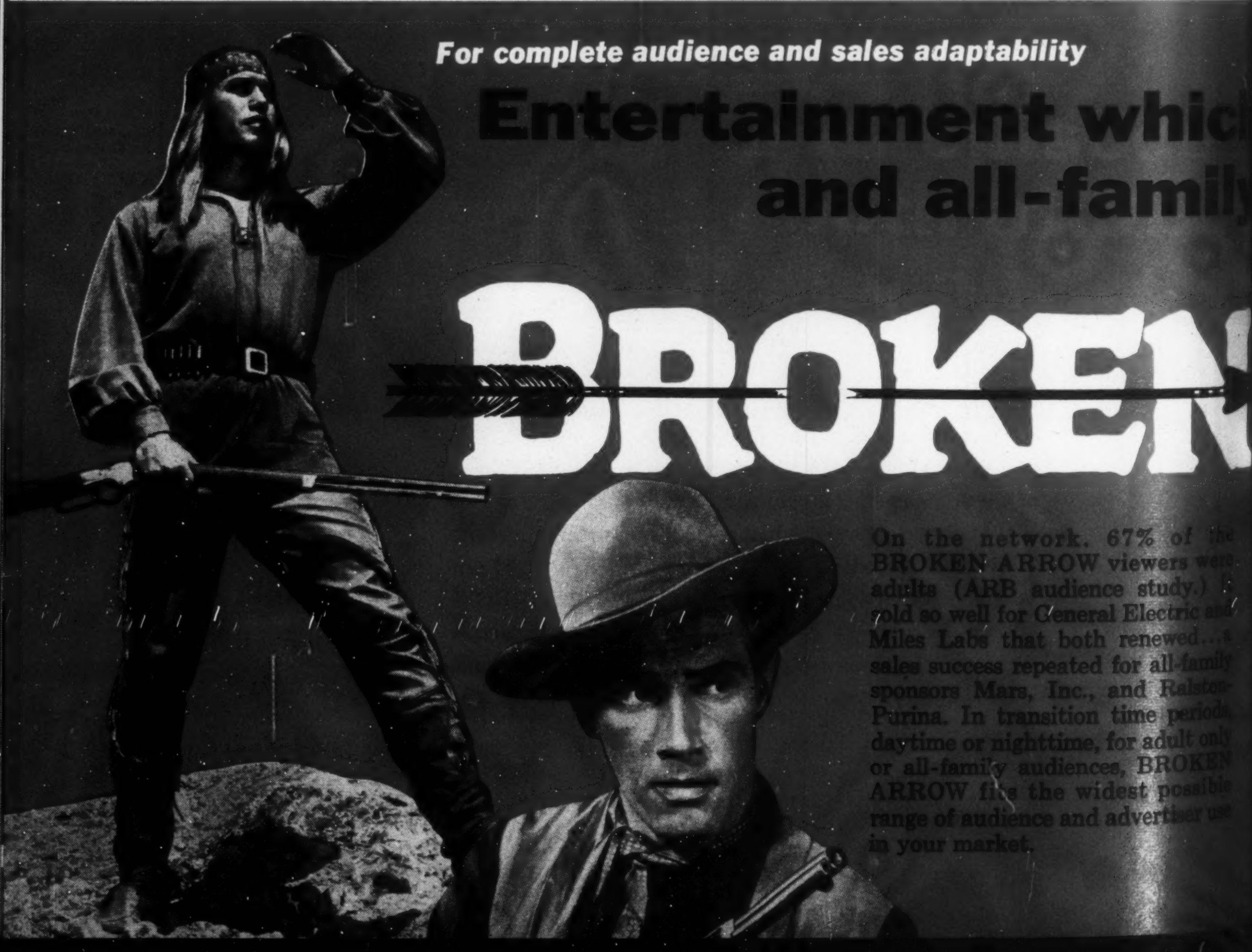
EDITOR: In reading your estimable magazine of Nov. 14, I am intrigued by your editorial on "A campaign for advertising" (page 124) . . . I couldn't agree with you more on the fact that there has been more talk about doing something to improve the image of advertising than on possibly any other subject in the last few years and it is also equally obvious that little has been done to accomplish that task.

However, I feel that you may have overlooked a promising program which is now under way and which deserves the fullest support of your magazine and of all other media in the nation. It is our Advertising Year program to help create a better climate of understanding for the advertising industry. This campaign, which will be launched with a week-long salute starting Feb. 5, 1961, is being created by the famous McCann-Erickson Adv. (U.S.A.) with the public relations assistance of Daniel J. Edelman & Assoc.

It is the desire and has been the demanding purpose of the creators of this campaign to make it a positive presentation of advertising's indispensable role in our American economy. The symbol for the campaign will be a concentric circle of arrows in which advertising, mass demand and mass production all play an equal role. We are not going [to claim] that advertising is the one and only element which makes America great. This is pure hogwash and we in advertising must learn to be moderate and honest in our claims for it. I think this is one of the great distinguishing characteristics of the present campaign.

McCann-Erickson, as its predecessor task force agencies, has created a complete campaign for all media in this case. It certainly deserves the fullest cooperation of all of us because this is a "bread and butter" educational drive. Every time one of us runs an ad or gives air space to a commercial telling how advertising is an integral part of our economy, we help people understand that this is one of the ways by which they enjoy the finest mass communication system in the world today. They also understand a little better why the consumer is king in America and enjoys a privilege of choice 100 times each day.

One piece of information in your editorial of Nov. 14 needs further clarification. That is your reference to the Advertising Council and its responsibility for so many fine public service efforts. You are absolutely right in that regard, but it should be pointed out that it would be an impossibility for the Advertising Council, of which I am a director, to assume the role of a partisan pleading the case of the advertising industry. The very charter of the Advertising Council forbids it from conducting an educational campaign on behalf of a better understanding of our industry. It is limited only by its resources in serving unselfish public causes but this unfortunately precludes such a service to the advertising industry itself . . . —*C. James Proud, President and General Manager, Advertising Federation of America, New York.*



For complete audience and sales adaptability

Entertainment whic

and all-famil

BROKEN

On the network. 67% of the BROKEN ARROW viewers were adults (ARB audience study.) It sold so well for General Electric and Miles Labs that both renewed...a sales success repeated for all-family sponsors Mars, Inc., and Ralston-Purina. In transition time periods, daytime or nighttime, for adult only or all-family audiences, BROKEN ARROW fits the widest possible range of audience and advertiser use in your market.

Invaluable in Massachusetts

EDITOR: The 1960 BROADCASTING Yearbook ▪ Marketbook serves as an invaluable aid to us in our promotional and publicity work, both in Massachusetts and in the New England region as well as across the country.—*Tom Hynes, Dept. of Commerce, Commonwealth of Massachusetts.*

[Copies of the 1960 BROADCASTING Yearbook are available at $4 each, so long as the supply lasts.]

Farm and food programs

EDITOR: Does your BROADCASTING Yearbook radio and tv station directories list farm directors and people who have food programs?—*Barbara Kessler, News and Information Dept., Poultry and Egg National Board, Chicago.*

[The 1960 edition does not list either of these categories. However, if there is sufficient interest in such additional listings, we'll gladly consider them for the 1961 Yearbook to be published next September.]

O C R A S N

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Nov. 28-Dec. 2, 5-7 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

Nov. 28-Dec. 2, 5-7 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

Nov. 28- Dec. 2, 5-7 (10:30-11 a.m.) **Play Your Hunch**, part.

Nov. 28-Dec. 2, 5-7 (11-11:30 a.m.) **The Price Is Right**, part.

Nov. 28-Dec. 2, 5-7 (12:30-1 p.m.) **It Could Be You**, part.

Nov. 28-Dec. 2, 5-7 (2-2:30 p.m.) **The Jan Murray Show**, part.

Nov. 30, Dec. 7 (8:30-9 p.m.)**The Price Is Right,** Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel).

Nov. 30, Dec. 7 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Dec. 1 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

Dec. 1, 5-7 (11:15 p.m.-midnight) **The Jack Paar Show,** part.

Dec. 3 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Dec. 3 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** Gen. Mills through Dancer-Fitzgerald-Sample.

Dec. 3 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

Dec. 4 (6-6:30 p.m.) **Meet the Press,** sust.

Dec. 4 (7-8 p.m.) **The Shirley Temple Show,** RCA through J. Walter Thompson. Beechnut through Young & Rubicam.

Dec. 4 (9-10 p.m.) **The Chevy Show,** Chevrolet through Campbell-Ewald.

Travelin' 'n' talkin'

EDITOR: I doubt if very many, if any, other radio stations in the country have such a widely traveled news editor on their staffs as our Porter Randall. He is rapidly gaining the reputation of Texas' "Lowell Thomas" and is known as the dean of news commentators in the Southwest. He has just returned from an assignment that carried him through three continents, Africa, Asia and Europe.

He did broadcasts to KFJZ from the Valley of the Kings in Egypt, from Damascus and Jerusalem in the Holy Land and from Athens, Greece. Besides his regular broadcasts, which are fed by KFJZ to the Texas State Network, Mr. Randall currently is engaged in a series of speaking engagements before civic groups, schools and churches. His lecture dates are a promotion and public service of KFJZ. He does not have an open speaking engagement for the next 30 days. He has filled some 377 speaking engagements since his return from a trip through Russia a year ago.—*Dale Drake, KFJZ Fort Worth, Tex.*

its home -- both for adult
udiences and sponsors

ARROW

ROKEN ARROW
has everything!

1. authentically-set adventures . . . starring Michael Ansara and John Lupton . . .
2. available locally direct from its network success in which it broke network records, helping make ABC-TV the second network . . .
3. reaching just the right audiences . . . 67% adult, drawing the largest share of viewers in the all-important Young Housewife homes . . .
4. fits any time period . . . sponsored and renewed by both adult and all-family blue-chip advertisers . . .
5. a "natural" for station programing needs . . . available now first time locally . . .

I
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C

INDEPENDENT TELEVISION CORPORATION / 488 Madison Avenue • N.Y. 22 • PLaza 5-2100

MONDAY MEMO

from LARRY DUPONT of Tracy-Locke Co., Dallas

Take the client along when you film your tv spots

Whenever he mentions the fact that he *likes* to have the client along when he shoots a television spot, other agency people look at the writer as though he has wandered too far from his psychiatrist's couch. After all, why *not* take the client along? He's picking up the tab. He's entitled to know what goes on when his commercial is being shot. And it will make the agency's job easier.

"Easier! the man says!"

"Yes, easier," the man says.

In the first place, too often the client thinks taking a beauty shot of his product simply means setting a package down, turning on a couple of lights, aiming the camera more or less in the direction of the product and letting it "fly."

After several hours of this, clients who have been with me on such a shooting assignment, have squirmed uneasily in their chairs and turned weary eyes toward me and asked, "Does it *always* take so much time to shoot a simple scene like this?"

When he notices that the lighting man will try 10 or 12 different lights at varying heights and distances; when he sees that the label has been color corrected to reproduce it more faithfully on black-and-white tv; when he observes that the subtle pattern of shadow in the background is specifically designed to thrust his product more pleasingly into the viewer's awareness, he'll be more appreciative of such things in future commercials.

Understanding Costs ▪ Then, too, there are the costs—and this is the hardest thing of all for a client to understand. Why do location sequences cost so much?

Take him with you next time and let him count with amazement the horde of people required to shoot on location —the chief camera man, his first and second assistants, the grips, the prop man, wardrobe lady, make-up and hairdresser, electricians, transportation personnel, director, assistant director, script girl, etc., etc. (Yea, even unto the "honey wagon"!)

Let him sit with you while you call the weather bureau and Dr. Krick, and then, on the basis of their conflicting forecasts, decide with you whether or not you should issue a call for the next morning. Let him share with you the agony of making the decision to commit yourself for crew costs—only to find out that the guy who said it would rain was right.

Clients take a dim view of $1,700 down the drain for a canceled shooting schedule, generally. But they accept it with considerably more resignation if they *know* why the decision was made.

The same holds true of on-stage production. Let him stand by your side as you go through thousands of feet of rear screen projection material trying to find a "plate" that is just right for your background. Let him sit in with you on a casting session to find out that your selection isn't always based on measurements and beauty alone. Indeed, it'll be good for him to know that casting sessions are the cold, impersonal, businesslike operations they are—usually.

Details Add Up ▪ Then, ask him to go with you to the set designer's office to see the sets he has sketched, and note the minute construction details that are meticulously specified, like an architect's drawing of a home. Then urge him to watch them put up a set, the shoring, finishing, dressing, rigging, etc.

Next, invite him to attend the preshooting planning session you have with your director and camera man. Let him discover that not *all* decisions are made on set. Let him find out how much thought *you* have given this project.

These are the reasons I like to have clients come with me when I shoot.

I suspect that the reason I don't have more company in my views is because many agency producers feel they don't want to be inhibited by the hot breath of the client blowing down their necks.

That is a hazard. Personally, I infinitely prefer to have him breathing down my neck as I shoot than looking down my throat after.

A producer who knows what he intends to do, who has carefully plotted out in his own mind how he intends to handle his assignment, has little to fear from most clients. I have found them to be understanding, cooperative and many times very helpful. After he gets his feet wet, the client frequently gets enthused about the whole thing, rolls up his sleeves and works just as hard as you do.

Contingencies ▪ I can't count the number of times when circumstances have called for deviation from the storyboard on the spot. Going back home later and explaining (most of the time, defensively) why you changed it, is one thing. Having the client right there to understand why the change was advisable, is quite another thing.

There is another hazard: the possibility that his presence along with you may bring about the condition of too many chiefs and not enough Indians. In that case, a tactful discussion of the expensive confusion that can result from the cast or crew being bewildered by directions coming from more than one source will ordinarily head off this sort of thing.

Yes, take the client along with you next time. Chances are you'll come back from the trip with a new friend and ally.

And the incidence of "accepted as produced" commercials will take a pleasant rise.

Lawrence E. DuPont has been with Tracy-Locke Co., Dallas, since June 1954. He is vice president in charge of radio and television. Before going to Tracy-Locke, he was with Rogers & Smith, Dallas. Mr. DuPont began his career in broadcasting media in 1935. He is a graduate of Fordham Law School in New York. He is married and has one son.

Baton Rouge, La.
is the 4th market
in the Gulf South!*
5
HOUCK

*Get together men... all teams agree Baton Rouge as a market ranks just below Ft. Worth-Dallas, Houston and New Orleans. It's the 4th largest market in the Gulf South-an area made up of the states of Louisiana, Texas and Mississippi. The Baton Rouge market, with a population of 1,561,000 and retail sales of $1,285,000,000.00, is served completely by television station WBRZ. Baton Rouge is truly too BIG a market to be overlooked on any list.

NBC ABC

WBRZ *Channel* **2**

but the television audience

votes every night..

One day, come every four years, the electorate turns out to choose its President — and, come that same night, sits down to see *how* it turned out.

In doing so last week, the vote for the most election viewing went, convincingly, to Network Z. (It's smart politics not to name your opponent.)

Now, while in the credit-where-it's-due department, let us not forget that the *television* audience votes every night. And dial twisting, like lever pulling, can shift the vote from minute to minute.

By Popular Majority

That the dial twisters have, from recent week to week, shifted to ABC is now a matter of simple, available record

So, too, went the voting for the week ending November 13. As the chart shows, this Nielsen TV Report* gives ABC a clear lead in audience. Despite, we repeat, Network Z's victory on Tuesday night.

	Rating Entire Week Ending Nov. 13	Rating Entire Week Excluding Election Night
ABC-TV	**19.4**	**20.6**
NET Y	19.1	18.2
NET Z	17.9	15.7

*Source: 24 Market Nielsen TV Report, week ending Nov. 13, 1960, Average Audience. Sun. 6:30-11 PM., Mon.-Sat. 7:30-11 PM.

By nights of the week, if that's your gauge, ABC led four times (Sunday, Monday, Thursday, Friday). Net Z took Tuesday (Election Night) and Wednesday.

The Margin Grows

What happens when you look at the numbers uncluttered by the complication of election preemptions? When you base your rating on how the networks fared for the five nights following the Election Extravaganza? The margin grows bigger: ABC leads with 20.5 . . . Net Y is second with 18.2 . . . Net Z last with 16.4. (Actually this is a *bigger* rating for ABC than we rolled up for the same five nights of the previous pre-election week.)

Enough figures. Whether your measuring standards are broad or narrow in gauge, one truth emerges unchallenged. Where the 3 networks compete on an equal facilities basis,* where the dial twister can dial in all 3 networks, most of the time he dials in ABC.

Heritage Recalling

This, despite any pious pronouncements to the contrary, did not happen by laurel resting or heritage recalling. It was achieved by hard work, not hard words. By a belief in pioneering new programming patterns, by trend-*setting*, not trend-spotting. By recognizing that the dial twisters hold the voting and veto-ing power. By knowing that you have to be there with the *right* new twist when they start twisting the dials.

Significant case in point: We were there first with the Westerns . . . and then, with the right new twist in Westerns: *Maverick*. Today, with the noble declarations about *full* range programming obligations being tossed about, it is enlightening to note that Network Z leads in the *number* of Westerns on the air (just as it trails in audience).

This, of course, is their privilege. We're off pioneering again. This time, trend-setting in completely new television country with *The Flintstones* . . . TV's first adult cartoon series . . . and TV's top-rated show among *all* new entries this season.

Coming Events

In the public service area, similar pioneering strides are in evidence. There is television's most ambitious visual project — *Winston Churchill: The Valiant Years* . . . 26 chapters of living history. There is also a vital departure in documenting current events, co-produced with Time Inc., leading off with *Yanki — No!* . . . a non-punch-pulling exposition of the coming showdown in Latin America.

If any or all of this comes as news to you, we'll be pleased to fill in the details. For the moment, suffice it to say we are *where* we are because of *what* we are . . . a forward-moving network alive to the changing moves of the dial twisters.

How else can a network find and *keep* favor with them?

ABC TELEVISION

By Any Yardstick

THE BIG ONE

Takes the *Measure*

ARB

PULSE

NIELSEN

TRENDEX

WKRG-TV

CHANNEL 5 MOBILE, ALA.

Call Avery-Knodel, Representative
or C. P. Persons, Jr., General Manager

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

November 28, 1960 Vol. 59 No. 22

ANYONE HURT BY SARNOFF BLAST?

▪ Shock waves linger from his explosive speech against ABC
▪ Both NBC and ABC claim some gains in station clearances
▪ But agencymen are divided in appraising speech's impact

NBC and ABC appeared last week to have held their ground without noticeable gain or loss among leading agency executives after NBC Chairman Robert W. Sarnoff's unprecedented public attack on ABC-TV's programming and business operations (Broadcasting, Nov. 21).

Officials of both networks claimed to have picked up additional clearances from "dual affiliates" after Mr. Sarnoff's attack, but neither would give details.

Top agency officials, responsible for millions of dollars in network billings, were divided between supporting Mr. Sarnoff and defending ABC. But in relatively few cases did they take unconditional positions. A typical reaction: "NBC's right about ABC not paying enough attention to public affairs programming. But ABC has been a growing network, trying to build audiences and sales, and you can't blame it for concentrating on mass-audience programs until it gets into a position to afford these other things. On the other hand it has reached the point where it had better begin putting on more of these 'quality' programs pretty soon."

Mr. Sarnoff let loose his charges in an address at the NBC-TV affiliates convention 10 days ago. He called ABC-TV a "narrow-gauge" network more interested in mass audiences than "full service" and indirectly accused it of "manipulating" audience claims, depressing rates and buying affiliations. ABC issued no formal reply, but officials privately countered that NBC was "full of sour grapes" and cited latest ratings reports to back up ABC audience claims (Closed Circuit, Nov. 21).

No Formal Statement ▪ In declining to comment formally on Mr. Sarnoff's speech, ABC authorities took the position that "We're not competing with NBC. CBS is our opponent—for ratings, for advertisers and for affiliates." They also called attention to public-affairs programming already in their 1960-61 schedule and said plans for expansion in this area were already under way.

While reactions to the Sarnoff speech varied, there was no indication that agency officials' agreement or disagreement with it would affect their buying decisions. Here is how some of the most influential agency executives reacted:

It was at a convention of NBC affiliates that NBC Chairman Robert Sarnoff unloaded on ABC-TV 10 days ago. He called ABC a "narrow gauge" network and implied it was manipulating audience claims, buying affiliates and depressing television rates.

The vice president in charge of radio-tv for a large agency voiced the opinion that NBC's criticism of ABC was "entirely warranted." But he questioned the "time and place" for such an action. He indicated that NBC might have chosen a forum other than a meeting of affiliates, some of whom also take ABC-TV, to deliver such a blistering critique. He took a dim view, however, of ABC-TV's rating claims and asserted many of them "are full of holes." In negotiation for sales of programs, he found it was his experience that networks rarely downgrade the competition but try to point up the value of buying into their particular network. He said the incident "certainly will not affect any buying decision I may have to make."

'Back-biting' ▪ "It's only a tempest in a teapot," according to another highly-placed media executive. He pointed out that magazines "sometimes indulge in this kind of back-biting and nobody even notices it." He added that obviously NBC was trying to "sell against ABC," but he said the episode would not influence him for or against either ABC or NBC.

Another media official commented: "It isn't an insane criticism. Where there's smoke there's fire. Witness the John Daly incident. But I do think that Bob Sarnoff colored his remarks for competitive reasons. It would seem that there is at least an element of affiliation weakness at ABC."

But this executive felt there was a partial justification for Mr. Sarnoff's criticism. He pointed out that the advertising industry sympathized at first with ABC's plight in the years when it was clearly a struggling third network trying to build both audiences and sales. But, he indicated, the time has come for ABC to recognize that, like NBC and CBS, it has an obligation to present more informational programs.

The radio-tv vice president of another

agency dismissed the Sarnoff incident as "sour grapes." He added: "In fairness, it must be said that ABC is not doing as well as it wants you to believe. Some of the claims the network makes in ads just aren't true." He thought the inter-network rivalry for the dollar had reached the point where there is no advantage in going to any one network "just because it's CBS or it's NBC." He indicated that the "present balance" means that today "the program and the time slot are the important factors to consider—not the network." He said there is, on occasions, "competitive selling" by the networks and this is particularly true on daytime shows.

Wrong Place ▪ NBC's blast against ABC might have been "self-serving," a tv-radio vice president at another leading agency ventured, and added: "If it had to be said, I don't think it should have been said at an affiliates meeting. For the good of the business, the less that is said about these feuds, the better."

An agency media official expressed the belief that NBC's criticism was "justified to some extent." It was his opinion that networks have an obligation to program in the public interest and carry shows of a cultural nature—either sponsored or unsponsored. For a long time, he continued, NBC and CBS fulfilled this obligation while ABC was, understandably enough, concentrating on gathering an audience and building sales. He remarked: "Today ABC is in a competitive position. It's about time that ABC started to carry a larger share of public service and cultural programs."

"None of the networks is clean" was the comment of a media executive at an agency that ranks among the majors in radio and television billing.

At the same agency, a programming executive observed, "If I were in Bob Sarnoff's position I'd say the same thing." The programmer felt NBC-TV was justified in maintaining that with CBS it shares in "more public responsibility" than does ABC. But, he said, these two networks are in a "better position" to do this, because their "entertainment position is established." He found NBC-TV's coverage record commendable during the political conventions and the election, and, in his opinion, NBC-TV has an "additional right" to assume the "offensive."

For ABC-TV, he continued, it would appear to be "realistic" to sell time on a basis of receiving 50 cents on $1 rather than receiving the whole dollar if the alternative is no sale at all. Yet, said this spokesman, "There's no show on ABC-TV that's cheaper than a *Raven* on NBC-TV or an *Aquanauts* on CBS-TV on the basis of minutes."

Force of Competition ▪ An executive in media for another large agency found Mr. Sarnoff's statement before affiliates a "commercial piety . . . and what can be expected when anybody gets in a competitive situation."

The executive said he was not praising one network above another, however, because though "ABC-TV has short sightedness, NBC-TV itself has short sightedness." Regardless of ABC-TV's methods, he saw NBC-TV's statement as indication that "ABC-TV has worked into the picture." NBC-TV, he surmised, was tightening up its affiliates —"If a network must lecture its affiliates, this evidently means affiliations have been somewhat loosened."

It is true in a sense, he said, that ABC-TV programs for mass audiences but that ABC-TV as the third network had to find a way of "splitting the pie" and of injecting a programming appeal to get a reasonable percentage of the total audience. He thought, too, that there's much truth in the feeling expressed by many that ABC-TV has resorted to programming on the "paperback novel level." Asked if it was not true that some of his own clients bought into these very same shows, this executive answered in the following way:

Suspicious ▪ "There's the advertiser who deals with mass sales—the advertiser of food packages, drugs, cold remedies, cigarettes and the like. He wants to buy two things in volume: reach or coverage, and frequency. And some just don't care so long as they get a rating or obtain belief that an audience exists."

The charges and counter-charges, he said do not affect buying—"We are suspicous of any charge or statement that is too strident or too restrictive in the area covered."

Close to capacity, but..

A New York office building has started to advertise on a regularly scheduled radio program on WNTA Newark-New York. The building is at 444 Madison Ave., which owner-operator Oestreicher Realty-Freeman & Gerla fondly refer to as "The Communications Capital of Madison Ave." The program is *Open End* on radio Sundays, 10-10:30 p.m. According to Gerard Oestreicher, partner in the realty firm, the 43-story building is "close to capacity" in rentals but the objective is to continue "projection of the building's image to decision makers for whom we may have space at a future date." David Susskind, host on *Open End* and also a partner of Talent Assoc. which is housed at 444 Madison, will deliver one of the two institutional commercials carried on the radio show each week. Koehl, Landis & Landan, is the agency.

One major agency executive brushed off the whole thing as "ridiculous," admonishing broadcast people to "spend more time" on more productive things.

Mixed Feelings ▪ But according to another top executive: He looks at the situation with "mixed emotion." Basically, he believes ABC-TV probably is guilty of what it was charged, and that although Mr. Sarnoff's statement is well taken in parts, "50% of it is sour grapes." This is what he feels ABC-TV is guilty of: As a growing third network, it has thought of "ratings first and respectability second"; it's believed to have made higher payments to stations in certain markets in order to improve its competitive position. In addition he felt ABC-TV also is "partly guilty of running formula shows."

This procedure by ABC-TV, however, would not affect the agency's buying pattern—"these are but general statements.' They are made, according to this executive, to permit a network to defend itself and to get publicity, though he pointed out that Mr. Sarnoff "is known to be against deals and doesn't aprove of them, and when things get tough and NBC-TV is forced into a competitive situation and deals are made, Mr. Sarnoff, if he then knows of them, goes along begrudgingly." Each network makes deals, he said, "though CBS-TV does it least." He thinks network rivalry is good on the theory of "the greater the competition, the better for us and the industry in general." He would expect ABC-TV to increase its quality programing but points up that at present the network "tries not to get hurt," placing its *Churchill* series, for example, in a non-prime-peak period of 10:30-11 p.m.

The executive vice president of a medium-sized agency expressed the opinion that Mr. Sarnoff's action was "ill-advised." He observed: "It certainly sounds as if NBC is desperate." He believes that ABC will expand more and more into public service programming as that network continues to gain in financial strength. The incident, he said, will not play any part in his buying decision, adding: "Any agencyman worth his salt makes his decisions in a hardboiled way, though I must say that Mr. Sarnoff's remarks left a bad taste in my mouth."

An agency partner summed up his feeling by saying: "NBC must be hurting." He said the networks usually are circumspect in references to competing networks during negotiations for the sale of programs and only when the decision is "close" do they resort to presentations that could be labelled "sniping."

THE
QUALITY
TOUCH

The art of candy dipping! Fewer and fewer possess this quality touch in a day of mechanization. And yet, there is no substitute when it comes to making the finest chocolates. Nor, can mechanization be the entire answer when it comes to the quality atmosphere evident in today's better television and radio station operations. People... their skills, their dedication, their love of the finer things provide that all-important difference.

WFAA

TELEVISION abc
RADIO abc/nbc • DALLAS

Serving the greater DALLAS-FORT WORTH market

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

Represented by

Edward Petry & Co., Inc

The Original Station Representative

LONG ISLAND IS A MAJOR MARKET!

WHLI
THE VOICE OF LONG ISLAND

THE GREATER
LONG ISLAND MARKET
(Nassau-Suffolk)

MORE FOOD
IS SOLD
ON
LONG ISLAND
THAN IN
PHILADELPHIA,
PEORIA AND
PENSACOLA...
PUT TOGETHER!

$704,995,000
(Sales Mgt.)

WHLI
Dominates the Major Long Island Market (Nassau)
... Delivers MORE Daytime Audience than any
other Network or Independent Station!
(Pulse)

10,000 WATTS
WHLI
AM 1100
FM 98.3
HEMPSTEAD
LONG ISLAND, N. Y.
the voice of
Long island

Represented by Gill-Perna

CIRCULATION OR QUALITY?

Whether to buy program quality or audience size debated by FS&R's Duram Filmways' Erickson

A discussion of buying audience size compared to program quality in network television last week drew Arthur E. Duram, senior vice president in charge of radio and tv, Fuller & Smith & Ross, and Rodney Erickson, president of Filmways, into opposite camps.

In a so-called "debate" of the issue at the Radio & Television Executives Society's timebuying-selling meeting in New York, Mr. Duram asserted that advertisers—particularly those which have the large portion of their budgets in a single network program—must reach interested tv viewers. And the way to do that, he intimated, was for the advertiser to choose a better program, or negatively, not select the show that fails to gain his interest or attention, or otherwise attract the viewer.

Crux of Mr. Duram's talk: better programming is possible if the advertiser seeks this but not numbers alone. "Your (advertisers') sights will be automatically lifted," he said, "because no matter how important or how trivial you consider the viewers' mental altitude, the only possible solution is to make programs more interesting, more exciting, stimulating and rewarding—not routine, nor dull, nor mechanical copies of the show ahead of it and behind it."

Not P & G ▪ He admitted, however, that Procter & Gamble, Lever Bros., Colgate and General Foods do not fit this category. "If they run into a glob of passive viewers on one show, they are quite likely to catch those same women very alert on some other show." He said: "Neither the very good high rated programs of television nor the very good low rated programs present a basic problem in giving our commercials a maximum response. The viewer of Huntley-Brinkley is wide awake and those of *Untouchables* are very alert because they are likely to get shot if they're not.

"But this is not dependably so with respect to that huge area of middle mediocrity."

Mr. Erickson

Mr. Duram

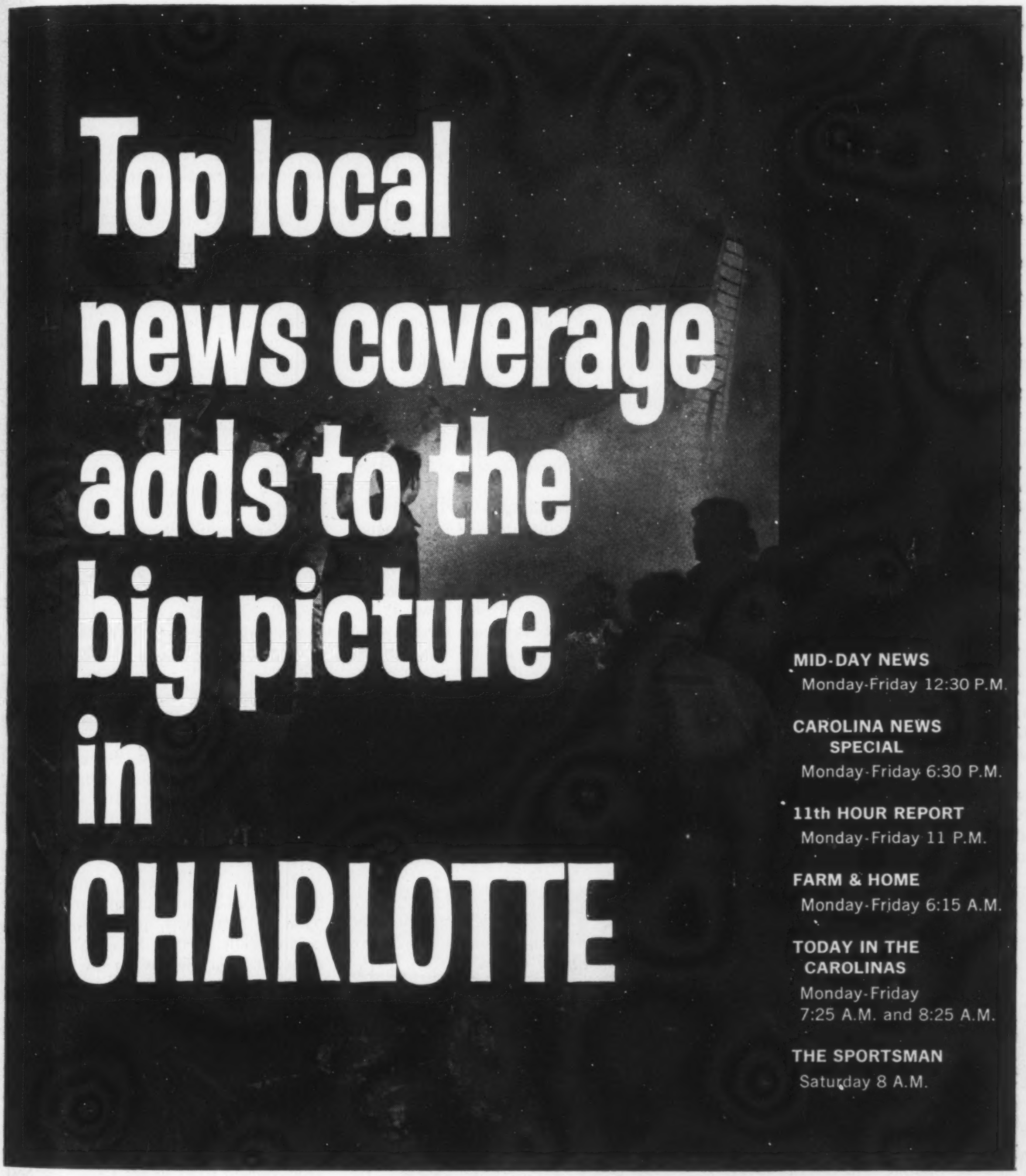
Mr. Erickson's talk began with: "It's time for plain talk." He then proceeded by noting that a way to get one's name and that of the agency in newspapers and trade magazines was to publicly declare oneself in favor of better programming. And, he quipped, it's also a sure way to get across a new business pitch—it may even bring in new advertisers. Another avenue, he continued, was for the agency executive to talk about financing pilots or of being in favor of live show originations in New York (even though you don't have any at the agency), or if "You are David Susskind, you can decide that if you attack everybody you are bound to get some business."

While it's possible "theoretically" for an agency to get a "better program," Mr. Erickson admitted, the agency's responsibility is to make a profit—"and hazards are very great to take such a course." It is the producer that counts. According to Mr. Erickson, "second guessing a producer is a waste of time and money."

His advice to agency programmers and network tv timebuyers: take chances on numbers ("spread it out on a few shows"). He also said there's not enough attention given to commercials ("get one that's attention-getting"). Mr. Erickson declared that he doesn't see shows "getting much better." Network tv is "not a selective medium." There are no signs of flexibility ("You can't sponsor better shows at lower costs"). His philosophy in summary for the agency and client: "Have the right medium instead of spending time improving it.

RAB pitches for travel ads

A special report issued by Radio Advertising Bureau, New York, tells how the nation's 1,300 travel agents can "educate" prospective customers through the "personal selling" advantages offered by radio advertising. Nearly 100 million Americans spent some $22 billion last year traveling in the U.S. and abroad, RAB claims in a report on the booming travel industry, which includes a series of seven reasons why radio can "book more business for travel agents." Many people, RAB says, are not familiar with the travel agent's services, nor do they realize that agents derive their income from charges to carriers, hotels, etc.


Top local news coverage adds to the big picture in CHARLOTTE

MID-DAY NEWS
Monday-Friday 12:30 P.M.

CAROLINA NEWS SPECIAL
Monday-Friday 6:30 P.M.

11th HOUR REPORT
Monday-Friday 11 P.M.

FARM & HOME
Monday-Friday 6:15 A.M.

TODAY IN THE CAROLINAS
Monday-Friday
7:25 A.M. and 8:25 A.M.

THE SPORTSMAN
Saturday 8 A.M.

Thirty-one regularly scheduled news shows per week originate at WSOC-TV. This is the most complete local and regional tv reporting in the Carolinas. That is why viewers of America's 25th largest television market call WSOC-TV the NEWS station of the Carolinas. And another reason why your best buy in Charlotte is WSOC-TV—one of the nation's great area stations.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

The big television push for State Farm

INSURANCE COMPANY PUTS 60% OF ITS AD BUDGET ON JACK BENNY

Comic Jack Benny not only paid off in nickels at his New York tux-and-tie automat party Nov. 10 but apparently is paying off for State Farm Insurance Co. and its 7,500 agents across the country.

This 1960-61 season, as some 23 million nighttime viewers surely must know by now, the comedian-violinist is appearing every week on CBS-TV under co-sponsorship of State Farm and Lever Bros.

Network tv is old hat to the giant Lever Bros. But the Benny purchase marks a milestone for State Farm in the Needham, Louis & Brorby agency shop, which has handled the account for about 21 years. The midwest insurance firm (located in downstate Bloomington, Ill.) is pouring an estimated 60% of its $5 million advertising budget into Mr. Benny on both network tv and spot radio.

Well before the first 13-week cycle expires, State Farm hopes commercials will catch the fancy of an estimated 40% of the nation's Sunday evening audience (9:30-10 p.m. EST) and provide nearly 10 million male adult car insurance prospects.

Walk Before Running ▪ State Farm is not new in broadcast media, for NL&B has been bringing its client along slowly in radio-tv, dipping here and there in scattered purchases (*Game of the Week* baseball on tv, *The Red Barber Show* and White Sox owner Bill Veeck's sports commentary on WBKB [TV] Chicago). But State Farm accepted the agency's recommendation for buying the Benny series with all the fervor of a teenager accepting a surprise date with Fabian.

The advantages of such sponsorship were obvious—capitalization on a durable tv comedian, definitive leads for the client's agents, merchandising-promotion tie-ins for its agents, integrated commercials, a full-blown opportunity to trumpet a common theme to motorists—"Think Smart"—and several other plusses.

A perfect example is the special October promotion devised by the agency for State Farm agents and managers in advance of *The Jack Benny Show*'s debut Oct. 16. They were invited to compete for the "Maxwell Award" for sales excellence between Oct. 1 and Oct. 31—on the basis of accumulated points for selling different types of insurance. The prize: a striking bronze replica of Mr. Benny's celebrated Maxwell, complete with triple-horn sound.

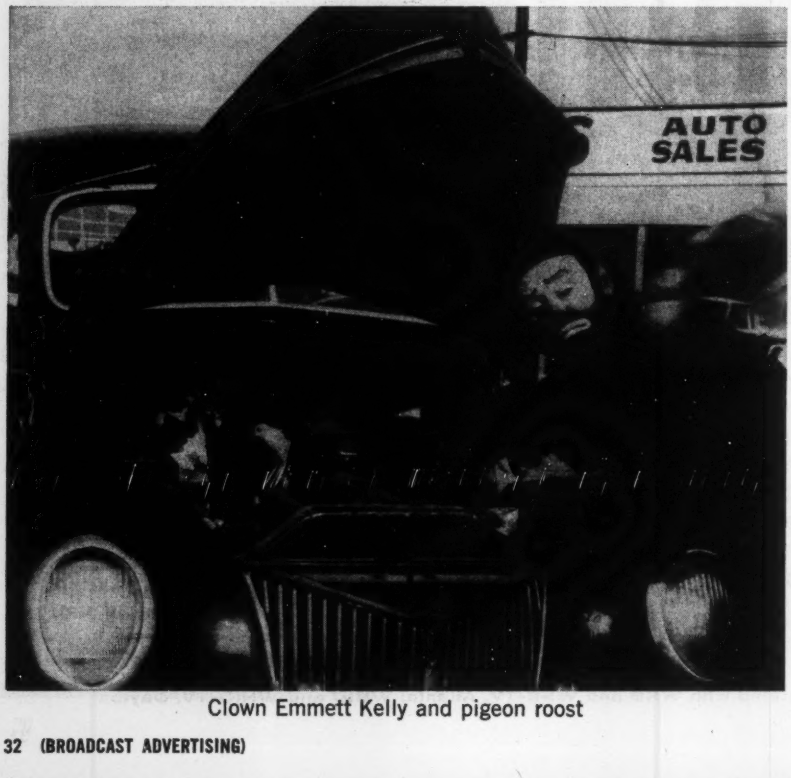
As part of the tie-in advertising materials, agents and managers also received some 10,000 discs of "Jack Benny and Music to Write Apps By"—one side featuring Mr. Benny and his friends in behalf of the special promotion, the other featuring a State Farm medley of jazz, classical, Latin and folk variations on the State Farm theme.

That Horn ▪ Responsible for the instrument that plays the infectious theme is Kenneth C. T. Snyder, NL&B vice president and tv-radio creative director, who picked up the orignial one day in a Chicago surplus store for about $17. The music was written by Jack Fascinato who, together with Mr. Snyder, is responsible for other album successes (including one dealing with music created from items found in a second-hand surplus store).

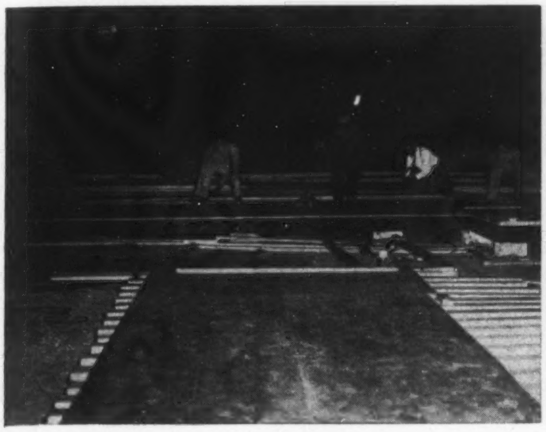
Other key agency people are Paul Belknap, account supervisor; Brad Wyatt, account executive; Pete Nelson, assistant account executive; Tom Thomas, agency producer on album and commercials, both live and film on the Benny show; Joe Creaturo, senior art director, animation of film commercials; Willis Davis, senior art director-designer of billboard with horns, and live action art direction; Jack Calnan, tv-radio writer on film commercials. Other credits: Pantomime Pictures (animation production house for film commercials); Lou Lilly Productions (live action production house for film commercials), Parapic Service Corp. (live action production house for billboard) and Dwayne Tillinghast of State Farm (promotion).

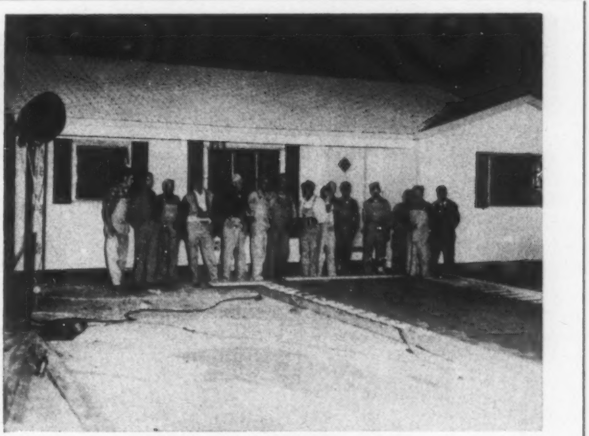
Explains Mr. Snyder, who typifies the fun and enthusiasm that seem to go hand in hand with production of the commercials: "You have to think in terms of what the guy on the other end of the tube likes. They go for certain types of music, whether it's corny or not, and there is immediate communication. The message is simple—it's the image of the campaign—and it says something about State Farm."

Variety ▪ The State Farm messages are as varied as they are ingenious—like the one Nov. 6 when announcer Don Wilson tried to get Oscar the Seal to play the State Farm commercial theme on the three horns, only to be asked by Mr. Benny to play it himself ("blubber is blubber"); like another when clown Emmett Kelly confronts a broken-down jalopy (presumably the Maxwell) to communicate the message (see picture); or when a State Farm agent is shown with members of a Little League team. Still others feature actor Dan Duryea and singer Dennis Day with Mr. Benny in a lunchroom juke-box scene; actor Gale Gordon as the "shrewd" husband; the "smug" motorist who got a good State Farm buy; the "thrifty" Scotchman, and Messrs. Benny



Clown Emmett Kelly and pigeon roost





Strong sell: how to build a house in six hours

With a "captive audience" eager to get the election returns watching, WDAM - TV Laurel - Hattiesburg, Miss., provided also a demonstration of how a shell home could be built in only six hours.

Starting with the 6 p.m. election night telecast and every half hour thereafter, the commercials showed a live shot of a Jim Walter shell home being built adjacent to the station. The crew started working at 6 p.m. on a bare foundation (left picture). By midnight the staff of 16 carpenters, painters and roofing experts, aided by Ted West, district manager of the Jim Walter Corp., had completed the structure. Mr. West, donning overalls and taking tools in hand himself, also explained to viewers and the many visitors to the site just what was being done. Mr. West pointed out that the demonstration proved before the eyes of viewers that a Jim Walter home would be built with extreme speed and still maintain the company's standards of quality. Plans for the commercial format were worked out by a committee consisting of Mr. West, Station Manager Marvin Reuben and Production Manager Charles Shade.

and Wilson plus Sportsman Quartet.

At present, State Farm is not buying spot radio as such. But its agents may qualify for radio, tv and newspaper cooperative advertising programs as tie-ins with the network series. They also may order collateral materials (window banners, counter cards) at cost on a noncoop basis. The cooperative kit includes 10-, 20- and 30-second radio scripts and tv voice-over slides. Agents are urged to buy tv adjacencies to the Benny show "where it will count most" on the local station carrying it and to use live announcements on radio.

State Farm agents who sell auto, life and fire insurance seem to be happy with a new relationship that ought to put some nickels in their pockets, too, while they enjoy the commercials.

Chicago Art Club names winners of tv awards

Four gold medal and seven merit awards for tv entries were handed out last week by the Chicago Art Directors Club in connection with its 28th annual exhibition of advertising art. The winners were announced at its banquet Monday (Nov. 21).

The medal winners: film commercial, live action, complete unit, State Farm Insurance Co., handled by Needham, Louis & Brorby (art director, Joseph Creaturo; photographer, Lou Lilly Productions); film commercial, limited action, complete unit, Armour & Co., through N. W. Ayer & Son (art director Charles Hacker); film commercial, live action, photography, Philip Morris for Marlboro cigarettes, through Leo Burnett Co. (art director, Al Samuelson); film commercial, live and animation, art and photography, Montgomery Ward & Co., placed direct (art director Harry Holt, Fred A. Niles Productions).

Merit awards were presented as follows: film commercial, live action, complete unit, S. C. Johnson & Son for Glo Coat, through Needham, Louis & Brorby (art director Willis J. Davis, photographer Jack Denvoe Productions); Philip Morris for Marlboro through Burnett (art director Al Samuelson); Johnson Motors, through J. Walter Thompson Co. (art director Art Lunn, photographer John Colburn & Assoc.) and Quaker Oats Co. for Ken L Ration, through J. Walter Thompson Co. (art director Robert Tucker, photographer Fred A. Niles Productions); film commercial, live and animation, complete unit, Massey Ferguson through N. L. & B. (art directors George Lundy and Thomas Thomas, photographer Pantomime Pictures); Joseph Schlitz Brewing Co. through Thompson (art director John Walington, photographer Sarra Inc.); film commercial, animation art, Stewart Warner Corp. for Alemite through McFarland Aveyard & Co. (art director Stephen Lehner, photographer Pintoff Productions); Niles also received a certificate of excellence for its photographic work on Royal Faygo soft drinks commercial through W. B. Doner (art director Manny Paull).

Ad Council gives awards to four ad agencies

Four advertising agencies and three campaign coordinators were given special awards by The Advertising Council, New York, for distinguished public service. Awards went to Foote, Cone & Belding, and to Michael P. Ryan, director of advertising, Allied Chemcial Corp.

FC&B contributed its creative efforts to producing the "Contribute-Work-Vote" campaign, on which Mr. Ryan served as volunteer coordinator (conducted for the American Heritage Foundation.)

Other awards: Campbell-Ewald Co., Detroit, for volunteer services on campaigns for U. S. Savings Bonds and the National Safety Council; Fletcher Richards, Calkins & Holden, New York, Religous Overseas Aid project; G. M. Basford, New York, National Safety Council and Savings Bond campaigns.

Citations went to Willard H. Sahloff, vice president and general manager, Housewares Div., General Electric, for coordinating an Aid to Higher Education campaign for the Council for Financial Aid to Education, and to Henry Schachte, executive vice president, Lever Bros., for coordinating the Radio Free Europe Fund project.

A Charlie Chan who-dun-it commercial

Detective Charlie Chan, assisted by Number One Son, tracks down clues and cracks the case in his first tv commercial for the Cluett-Peabody Co. (shirts), which appeared on ABC-TV's *Surfside Six*. Veteran actor Roland Winters, Hollywood's third Charlie Chan, stars in the 60-second commercial in which the who-dun-it approach is used to present each selling point for C-P's new Golden Arrow S.D.C. shirt, claimed to be a wash-and-wear type that stays wrinkle-free through the spin-dry cycle of an automatic washer. Charlie Chan finds such a shirt in a darkened apartment and explains to his Number One Son the virtues of the apparel, concluding: "Honorable Father wear Golden Arrow S.D.C. himelf. Make father look handsome too."

Ad Council reveals plans for two new campaigns

Advertisers and advertising media owners will be asked shortly to contribute time and space to support two campaigns of The Advertising Council: (1) to urge citizens to get the full report, "Goals for Americans," to be released by the President's Commisison of National Goals (which will be published Dec. 12 by Prentice-Hall) and (2) to back a campaign designed to correct the present economic sag by raising public confidence to the point where consumer spending holds steady.

A third campaign was proposed by Neil McElroy, chairman, Procter & Gamble Co., on Nov. 22, when he was presented with the Advertising Council's Public Service Award for 1960, at the annual award dinner in New York. Mr. McElroy spoke on the need to upgrade public understanding of the quality and importance of the people who make up our government on the local, state and national levels. "We must develop more and better ways to encourage qualified people to devote themselves to government service. We need public support for sound steps to solve the problems that encumber recruiting efforts for government."

The council's drive to promote "Goals for Americans," with Young & Rubicam as the volunteer agency for the project, will break in national magazines at year-end and broadcast media in early 1961. The Council's economic "confidence campaign," has been researched in recent weeks under the leadership of Alton Ketchum, vice president of McCann-Erickson Inc.

Clinton Frank's new arm

Clinton E. Frank, fast-growing Chicago agency, has set up a separate corporation designed to offer clients specialized advertising research and marketing services.

Called Market Measurements Inc., it is headed by Louis E. Schueler as president and executive officer. He also continues as vice president in charge of research-marketing for the Frank Agency.

The new corporation is another step in the expansion of Clinton E. Frank, which has increased its billings from $1.8 million in 1954 to a projected total of nearly $20 million early next year with about 45-50% in radio-tv. The Frank agency most recently landed the $3.5-$4 million Continental Oil Co. account.

First criticism of O-B-M's Shell deal

The new fee arrangement of Ogilvy, Benson & Mather with Shell Oil Co. along with an accompanying decision to place all of Shell's some $16 million of advertising in newspapers (BROADCASTING, Nov. 21) got a couple of licks last week.

First agency-originated criticism of the fee (a flat fee based on the agency's actual costs plus a 25% profit in place of the traditional 15% commission) came from Marion Harper Jr., chairman and president of McCann-Erickson.

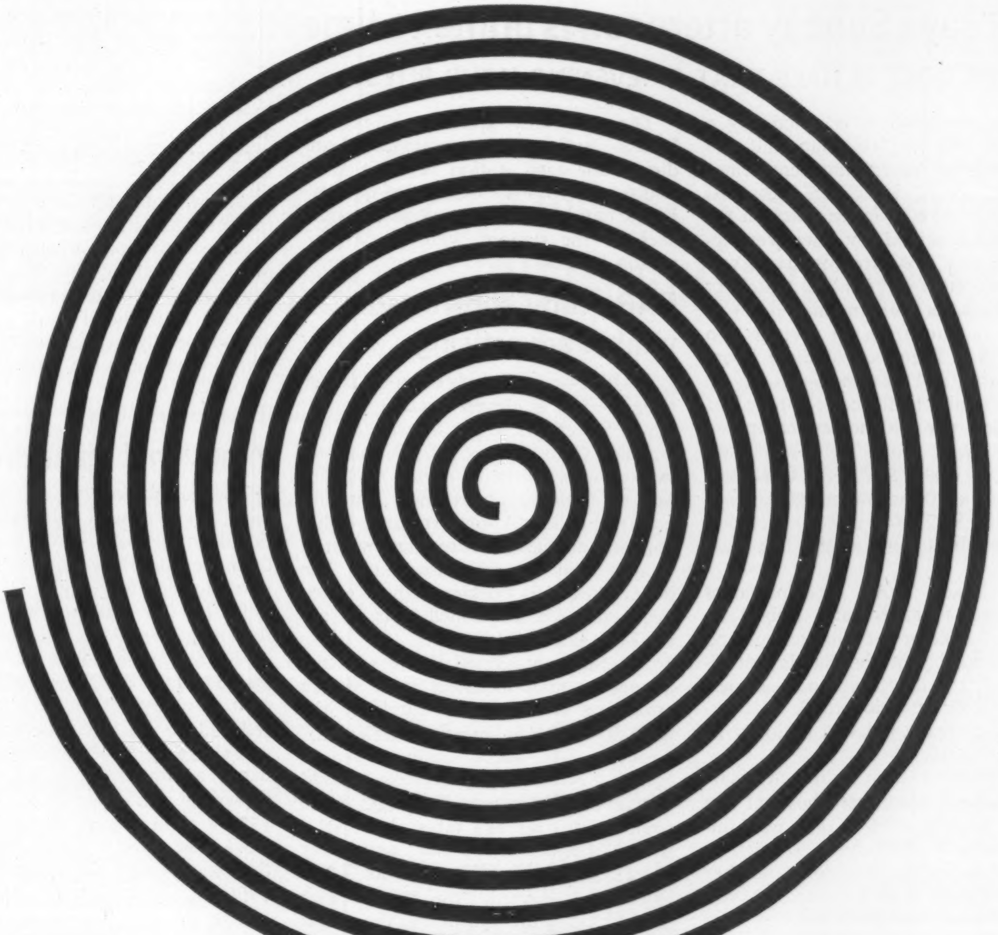
In a memorandum, Mr. Harper noted after the first year of a fee arrangement "subsequent revision annually would have the effect of making this a cost-plus contract, however. It is not clear whether David [Ogilvy] has substituted the client for the agency in financial responsibility to media."

Client's Status ▪ Mr. Harper quipped it was easy for OB&M to become "the advertising department of Shell. In the process, of course, this has the effect of putting the advertiser in the agency business. History has shown that this relationship to advertising is not generally tenable." He hinted that OB&M might have to get Shell's approval in changing manpower or in making other key switches at the agency. Mr. Harper thought also:

"It would seem necessary that each client of the Shell-Ogilvy agency will have to re-examine his relationship, since clearly a portion of the time of many key employes is, in principle, already charged to and pledged to one account by Mr. Ogilvy under his 'cost-plus' arrangement. . . ."

At a timebuying and selling seminar in New York (see page 30), Rod Erickson, former Young & Rubicam broadcast executive and now president of Filmways Inc., referred to the Ogilvy, Benson & Mather arrangement and its decision to place all of the ad budget in print.

Mr. Erickson noted the agency had been doing "a good job" in creating an image for its clients but that he didn't "know what Ogilvy was doing with Shell entirely in newspapers."



HOW TO TRAVEL IN THE BEST CIRCLES*

Of course you've heard the long-whiskered riddle in which people are asked to describe a spiral. They invariably do so with much hand action and few words. So now let's test your skill. Tell us how to draw the spiral with only a compass and a virgin sheet of paper. Distance between lines must be the same at all points.

Tell us and win Dudeney's "Amusements in Mathematics"—Dover Publications, Inc., N. Y. If you have already copped this prize, say so in your entry and we'll provide another, equally stimulating.

---

*Yes, we know its a spiral and not a circle, but it would ruin our pitch if we passed up such an opportunity; and so would you if you passed up the 7 o'clock and 11 o'clock WMAL-TV News Finals, where you can travel in the best-selling circles with the Shell Oil Company, Miller High Life Beer, Ford, The Washington Gas Light Company, Sunoco and National Bohemian Beer.

wmal-tv

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with WMAL and WMAL-FM, Washington, D. C., WSVA-TV and WSVA, Harrisonburg, Va.

TvAR says Sunday afternoon is prime tv time

AND THE COST IS HALF THAT OF EVENING HOUR BUYS

Sunday afternoon tv is practically a prime-time buy at less than half the cost, Television Advertising Representatives Inc., N.Y., is telling prospects. Using winter 1960 Nielsen research for five markets served by the Westinghouse stations TvAR represents, it was found that 68% of families watch tv on Sunday afternoon (noon-6 p.m.) at stretches ranging from an average two hours in San Francisco to three hours in Pittsburgh and Boston.

It is a family audience, composed of 220 viewers per 100 homes, compared with 218 week nights between 8 and 9 p.m. It costs $1.31 per-thousand-homes for a 20-second message, compared with $2.70 for a 9 p.m. station break for all stations in the five markets.

Larry Israel, TvAR vice president and general manager, and Robert R. Hoffman, director of marketing and research, have sent the Sunday afternoon study to advertisers and agencies, directing their attention to "a real opportunity to reach the vast majority of television families."

More Males ▪ Men in the five-market audience outnumber those at the 8-9 p.m. hour, at a 70-64 ratio per hundred homes, TvAR found. Women at the set on Sunday afternoon number 83 per hundred homes, compared with 96 at 8-9 p.m. Teenagers are the same at both times (26 per 100 homes), and children are more numerous than at the night hour (41 vs. 32 per hundred homes).

An advertiser who buys a schedule of six on-the-hour announcements starting at noon on Sunday can expect this kind of an audience on the Westinghouse stations:

	Unduplicated rating ("reach")	No. of times seen ("frequency")
WBZ-TV, Boston	27.2	2.2
WJZ-TV, Baltimore	34.7	1.8
KDKA-TV, Pittsburgh	37.8	2.2
KYW-TV, Cleveland	32.4	2.0
KPIX (TV) San Francisco	24.4	1.9

The study also gives the all-market Sunday audience, the unduplicated audience for each station between noon and 6 p.m. with the number of quarter-hours viewed, and cost comparisons for each of the stations with the 9 p.m. station break CPM.

RAB study shows radio vital in advertising

RAB's 14-month study of retail advertising results is almost over. President Kevin Sweeney told the Milwaukee Advertising Club on Nov. 22, "Within two weeks radio will make a vital contribution to mapping advertising's most important but least-known frontier—what happens at the cash register when a retailer runs an advertisement." The bureau has been working with a department store on controlled tests of advertising sales effectiveness.

Mr. Sweeney alerted listeners to the impending announcement in a speech criticizing advertising research of the past 30 years as mostly "irrelevant." Agencies talk about Gallup-Robinson scores, Arbitrons, Nielsens, Audit Bureau of Circulations, Pulse and traffic counts, "But no one talks about sales results because no one apparently knows," he said. "Worst of all," Mr. Sweeney continued, "the retailer with easy access to the figures and the power to control the variables, knows less about what he sells as the result of his $4 million advertising investment than anyone else."

Stop being defensive, Frank tells agencymen

Advertising agency profits the past five years have been "consistently too low" and it's time to stop being defensive about it, Clinton E. Frank, president of the agency bearing his name, told the Agate Club of Chicago last Monday (Nov. 21).

"For any business with the risk—18 telephone calls today could put us out of business—hard work and late hours involved such as ours should certainly earn more than a certain per cent after taxes on total billings," he asserted. Mr. Frank added that "most people in business feel this way and, in fact, all of our clients do about their own business."

The agency executive also scored "our own self-appointed critics" who make speeches coast to coast and "will readily censor you and me and our common business." Using his own client list of some 18 different businesses, Mr. Frank said he didn't know of any "who are so openly self-critical about their own business and the people in it."

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Nov. 17-22 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Thur., Nov. 17	**Untouchables** (9:30 p.m.)	ABC-TV	31.7
Fri., Nov. 18	**Rawhide** (7:30 p.m.)	CBS-TV	21.7
Sat., Nov. 19	**Gunsmoke** (10 p.m.)	CBS-TV	30.1
Sun., Nov. 20	**Belafonte: NY 19** (10 p.m.)	CBS-TV	29.4
Mon., Nov. 21	**Danny Thomas** (9 p.m.)	CBS-TV	22.8
Tue., Nov. 22	**Red Skelton** (9:30 p.m.)	CBS-TV	23.3

Copyright 1960 American Research Bureau

The rising cost of ads in national magazines

The general overall rise in cost per page per thousand circulation of national magazines is still high though there were improvements in 1959 compared to the preceding year.

In 1957 a black-and-white page in *Life* magazine had a one-time rate cpm of $4.02 (compared to $2.04 in 1940 and $3.01 in 1950). A year later the cpm rose to $4.32 but in 1959 it was reduced to $4.19, a figure, however, still above the 1957 level. On the other hand, a similar breakdown for *Look* shows the rate higher in 1959 over 1958 ($3.97 compared to $3.90). In 1940, *Look* had a $2.06 cpm, but in 1950 that figure was up to $2.73 and in 1956 hit $3.60.

The New Yorker magazine's cpm last year came to $7.01, a 6-cent reduction from the peak-year of 1958. That magazine's cpm in 1940 stood at $6.79, and in 1950 had gone down to $5.95. The *Post* came up from $2.46 in 1940 to $2.78 in 1950 and from $3.87 in 1958 to $4.09 a year later.

Cost of four-color pages in all four magazines show steady increases though the ratio has jumped noticeably. In 1940 *Life* had an 84-cent difference for four-color over black-and-white but in 1959 the difference was $2.10.

The continual move upward of black-and-white page rates (one-time) found *Life* with its latest rate change effective last February: $29,375, an 11% increase over its previous rate change made in February 1958. Other similar changes: *Look* in February 1960 went to $25,740, a 12% boost; *New Yorker* announced a $3,000 rate for January 1958, a 9.1% increase, and the *Post* moved up to $28,000, a 7.1% increase

The rate and circulation informatio on national magazines is contained i a new addition of the Assn. of Nationa Advertisers' "Magazine Circulation an Rate Trends" covering the period o 1940 through 1959. The study was produced with the cooperation of th Audit Bureau of Circulation and Magazine Advertising Bureau.

KRON/TV San Francisco wins still another distinguished award

THE 13TH ANNUAL AWARDS COMPETITION OF THE
RADIO TELEVISION NEWS DIRECTORS ASSOCIATION
IN RECOGNITION OF DISTINGUISHED ACHIEVEMENT IN BROADCAST JOURNALISM

HONORS

KRON-TV

SAN FRANCISCO, CALIFORNIA

FOR ON-THE-SPOT REPORTING
BY A TELEVISION STATION

1·9·6·0

PRESENTED IN COOPERATION WITH NORTHWESTERN UNIVERSITY
THE MEDILL SCHOOL OF JOURNALISM

Baskett Mosse
TV Awards Chairman

RTNDA

William J. Small
President, RTNDA

This honor, the fourth this year for news alone, was presented by the Radio Television News Directors Association for outstanding on-the-spot reporting of the riot which took place during the San Francisco meeting of the House Un-American Activities Committee. This award was the only one made in the spot news category.

KRON/TV is proud to offer this high quality coverage to Bay Area Viewers on a regular basis.

SEAL OF GOOD PRACTICE

KRON/TV CHANNEL 4

SAN FRANCISCO

WAKR
20th Anniversary
Year After Year
1ST IN AKRON
Here's Why...
Programmed for the whole family 24 hrs. a day

1ST IN NEWS
5 Full Time Local Newsmen
Flying News Patrol
4 Mobile News Units
AP, AP State, UP, Radio, Press, ABC

1ST IN MUSIC
Akron's Seven Favorite DJ's
HAPPY Music Selected For All Ages
Music Programmed to the Time of Day

1ST IN SPORTS
Play by Play Ohio State Football, Cleveland Indians, Local High School and College Events . . .
Complete Sports Dept.

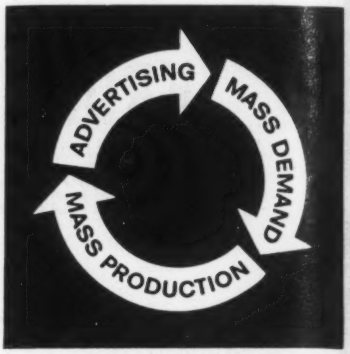
1ST IN Community Service
20 Years of continuous Public Service Programs designed to fit the needs of the Akron Area.

1ST IN RATINGS
First in Hooper*
First in Pulse**
First in ADULTS, TEENS, KIDS

WAKR RADIO TV
853 Copley Rd., Akron 20, Ohio
National Rep: Daren F. McGavren, Inc.
• New York • Detroit • Hollywood
• Chicago • St. Louis • San Francisco

*Hooper—July-Aug. 1960
**Pulse—July 1960 Metro Area Audience Comp.

Campaign to advertise advertising set



Let's Keep Rolling Ahead

Destined to become a familiar sight in 1961, this is the symbol the Advertising Federation of America and Advertising Assn. of the West have picked for the trade's first year-long campaign on "advertising as a dynamic force for economic progress." With the art goes the slogan as finally okayed by the committee, slightly altered from earlier versions (BROADCASTING, Oct. 31 *et seq.*) to bring in other economic forces as well as the consumer.

Starting with Advertising Week, Feb. 5-11, and continuing the rest of the year, the AFA and AAW planners expect to rack up at least a half-billion impressions. The previous record for ad week alone was 200 million impressions in 1959. Broadcast kits are not ready yet, but scheduling of the free "ads" has already begun in anticipation of magazine deadlines for February.

George W. Head, advertising director of National Cash Register Co. and chairman of the ad week committee, said the unprecedented campaign was built on an "assumption that the role of advertising in the national economy has never been fully understood by the public." By taking a positive tack, not trying to answer or match "the sheer volume abuse and distortion" heaped on advertising by its critics, Mr. Head and committee hope to "trade up the image of advertising more effectively than we could by any amount of defensive explanation." The campaign has been created by McCann-Erickson Adv. (U.S.A.) under supervision of Emerson Foote, president of the agency.

Pulse offers new 'audience profile'

The Pulse Inc. last week announced a new "audience profile" service that it will offer to advertising agencies, the tv networks and others in the tv advertising field.

Called the "Pulse Audience Profile," the service will cover any network program on a continuing four-times-per-year basis. First of these reports will be issued in January of next year with a time lag of a little less than two months. The service goes on sale this week with presentation to agencies. Pricing is set at $2,000 a year for an advertising agency, while cost to a tv network is $10,000.

The personal, in-home interviewing is nationwide, covering 500 sample places, or a 50-state sample of 1,750 video families. The quarterly report will present an audience breakdown covering at least 30 different characteristics for every network program on the air. Flexibility permits an advertiser to obtain extra information through the "extra-question" technique. Reports in the future will be coming out in November, February, May and August. A test run has been made successfully, Dr. Sydney Roslow, director of Pulse, explained, with various pilot studies conducted over the past two years.

Pilot studies have indicated that different programs and types of programs frequently attracted different kinds of viewers. A 22-market pilot report just completed by Pulse reveals daytime serials do a "far better job of attracting women who buy hair shampoos than daytime quiz and participation shows."

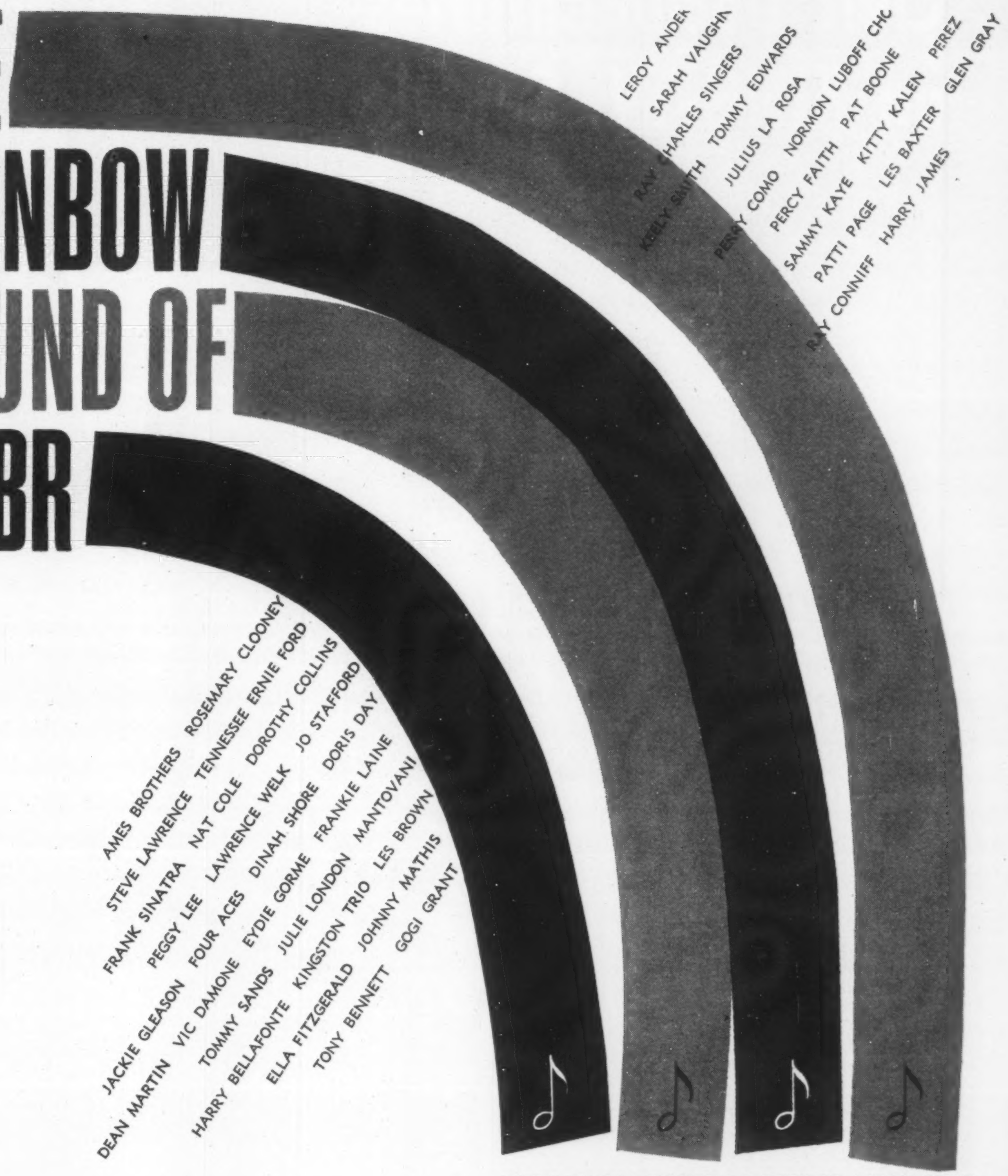
Confectioners feed tv's sweet tooth

Television advertisers in the confectionery field have had greater sales increases during the past 10 years than non-tv users in that category, according to Television Bureau of Advertising.

The current leading tv advertising confection company is Wm. Wrigley Jr., which had gross time billings of $2,749,420 in all of 1959, and spent $4,130,653 in the first half of 1960. Showing sales increases of 28% in the 1950-59 period, Wrigley used tv as its major medium for the first time last year.

The Sweets Co. of America Inc., ranking second in gross time billings, has had sales increases of 153% in the past 10 years, and had tv spot and network billings of $1,721,023 in January-

THE RAINBOW SOUND OF WFBR


LEROY ANDER
SARAH VAUGH
RAY CHARLES SINGERS
KEELY SMITH TOMMY EDWARDS
JULIUS LA ROSA
PERRY COMO NORMON LUBOFF CH
PERCY FAITH PAT BOONE
SAMMY KAYE KITTY KALEN PEREZ
PATTI PAGE LES BAXTER GLEN GRAY
RAY CONNIFF HARRY JAMES
AMES BROTHERS ROSEMARY CLOONEY
STEVE LAWRENCE TENNESSEE ERNIE FORD
FRANK SINATRA NAT COLE DOROTHY COLLINS
PEGGY LEE LAWRENCE WELK JO STAFFORD
JACKIE GLEASON FOUR ACES DINAH SHORE DORIS DAY
DEAN MARTIN VIC DAMONE EYDIE GORME FRANKIE LAINE
TOMMY SANDS JULIE LONDON MANTOVANI
HARRY BELLAFONTE KINGSTON TRIO LES BROWN
ELLA FITZGERALD JOHNNY MATHIS
TONY BENNETT GOGI GRANT

WFBR NOW DELIVERS A BETTER THAN EVER QUALITY AUDIENCE IN BALTIMORE

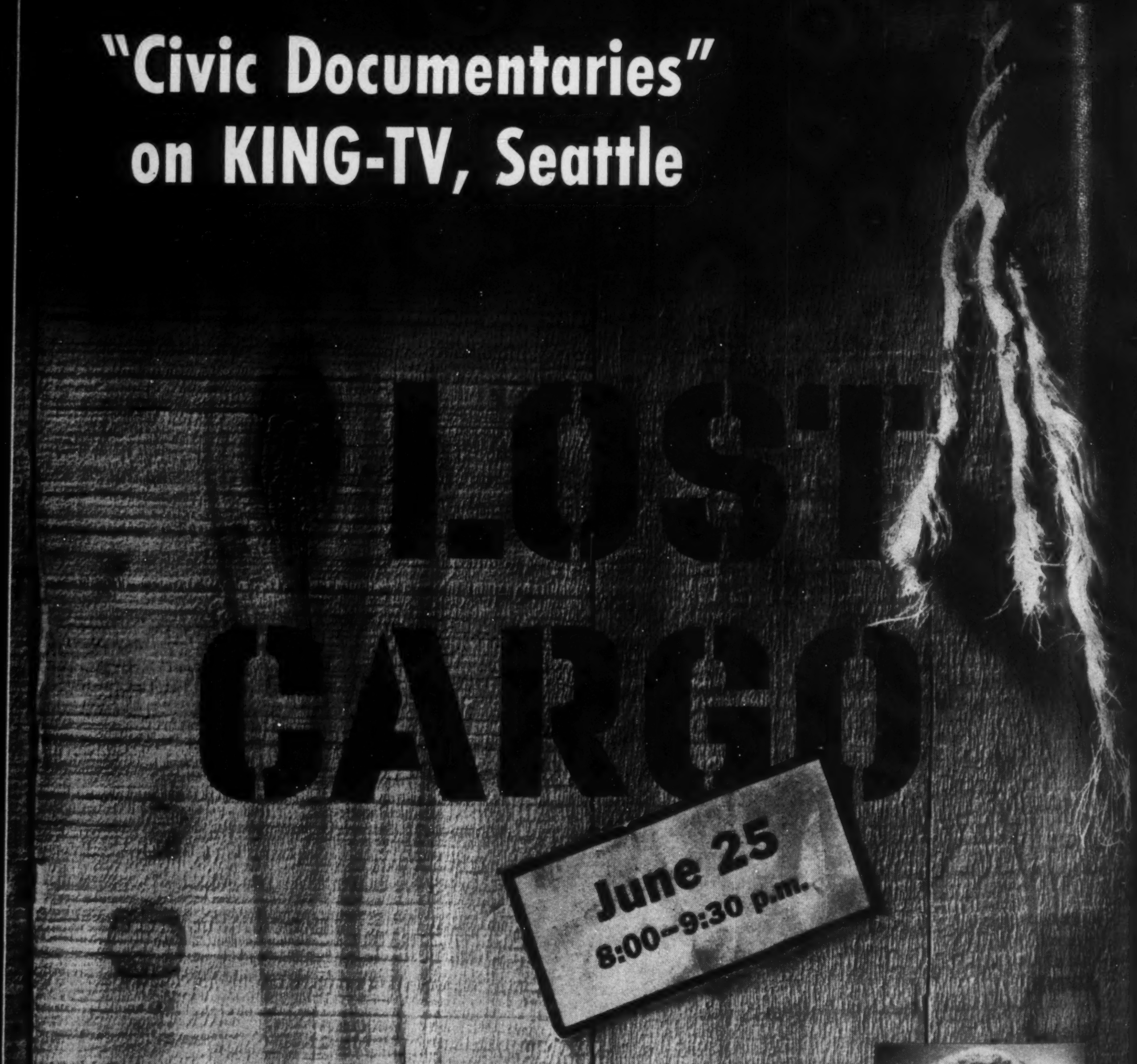
Baltimore is buzzin' with talk about WFBR. The happy balance between standards and new releases has been programmed without the extremes at either end. It's a cascade of *melodic* music.

It blends with WFBR's outstanding news coverage, regular editorializing and meaningful public service to give Baltimore a delightfully pleasant sound . . . and it's a superb setting for selling.

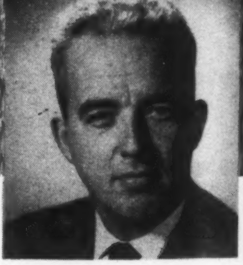
WFBR BALTIMORE

Represented nationally by John Blair and Company

"Civic Documentaries" on KING-TV, Seattle



One of the superior productions through which creative talent and community leadership are continually building new vision into Television on stations represented by **BLAIR-TV**



"Television, to us, is a tool with which we can open eyes to challenge, as well as brighten them with diversion. Through prime-time public affairs reports such as 'Lost Cargo,' researched and produced on a continuing basis, we and our advertisers give new impact to an old phrase: crusading journalism."

OTTO P. BRANDT
Vice President
Station KING-TV

PUBLIC SERVICE
hat holds public interest

Close study of programming is basic o our work as station representatives. uch study has deepened our admiraion for the fine productions developed hrough creative talent, initiative and eadership of individual stations, from oast to coast.

Splendid examples of such leadership re the Civic Documentaries of KING-TV, Seattle. Prepared by the station-staff nd presented in prime time, these 90-inute programs have all the finesse of elevision "spectaculars."

The series started in June, 1959, with LOST CARGO, dealing with the future of Seattle and the Puget Sound region s a major port. Subsequent programs ave included studies-in-depth of such key-problems as "School Levy Crisis"—"We Like It Here"—and "Civic Center Crossroads."

Besides their dramatic success in stimulating audience and community response, Civic Documentaries have also proved highly effective in traceable results reported by sponsors. The series won a First Award of the Ohio State Institute in 1960.

At Blair-TV, watching the impact of creative programming by great stations like KING-TV is a constant source of satisfaction. For more than a score of such stations, we are proud to serve as the national sales arm.

BLAIR-TV

Television's first exclusive national representative, serving:

WABC-TV—New York
W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona-Johnstown
WNBF-TV—Binghamton
WHDH-TV—Boston
WBKB—Chicago
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KTVT—Dallas-Ft. Worth
WXYZ-TV—Detroit
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
WJIM-TV—Lansing
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KGO-TV—San Francisco
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

June this year. American Chicle Co., whose first-half 1960 billings of $1,648,975 rank third, had sales increases of 96% in the last decade.

Of the $15,593,038 in gross time billings for the first six months $7,969,000 was spent for spot tv advertising and $7,624,038 was for network. The confectionery industry, with sales of more than $2.4 billion in 1959, is expected to spend some $60 million in all media in 1960, with television getting about 60% of the total.

Other leading users of tv for confectionery advertising in the six-month period were (gross time billings based on spot figures of N. C. Rorabaugh and network figures from Leading National Advertisers-Broadcast Advertisers Reports): Beech-Nut Life Savers, $1,310,330; Mars Inc., $1,079,490; Food Manufacturers Inc., $986,190 and Peter Paul Inc., $717,639.

A bottleneck hampers the communicators

One problem hampering the production of effective tv film commercials is a communications bottleneck existing among (1) the various creative units at the agency and (2) the agency and the outside film producer.

A panel raised this problem last week at the Radio & Television Executives Society production workshop and suggested a solution: Encourage closer teamwork among the creative departments (writing, art, directing and producing) and then choose a strong leader who would be invested with the power to make the final decisions during the actual film production.

Participants in the panel were: David Strousse, Warwick & Legler; Don Smith, Donahue & Coe; Bill Duffy, McCann-Erickson; William Van Praag, Van Praag Productions and Pierre Garai, Ogilvy, Benson & Mather.

BBDO adds Dodge groups

BBDO Detroit announced it has been appointed to handle accounts of three more Dodge dealer retail selling assns., bringing its total of regional advertising groups to 21. The dealers: in Portland, Ore.; Denver, Colo., and Norfolk-Newport News, Va. The agency handles all national car and truck advertising for the Dodge Div. of Chrysler Corp.

Rep appointments...

- WAIT Chicago: Gill-Perna Inc.
- WYDE Birmingham, Ala., and WAKE Atlanta: H-R Representatives, N. Y.
- WOCB West Yarmouth; WNBH New Bedford, both Massachusetts: Walker-Rawalt Co. as both national and regional representative.

Agency appointments...

- Virginia State Apple Commission appoints Houck & Co., Richmond. The account reportedly spends about $100,000 annually in newspapers, radio and other media.

- KSFR (FM) San Francisco has appointed Kennedy-Hannaford Inc. its advertising agency.

- The Evangelical Foundation, Philadelphia, appoints Wermen & Schorr, that city, for the *Bible Study Hour* radio program and *Eternity* magazine, effective Dec. 1. The *Bible Study Hour,* now in its 12th year, is heard on the NBC Radio network Sundays at 8:30 a.m. and on nearly 100 independent radio stations. The agency estimates annual billing at over $250,000.

- MacManus, John & Adams, Bloomfield Hills, Mich., has been appointed by Standard Oil Co. (of Indiana) to handle its corporate (institutional) and financial advertising and by American Oil Co., Standard's marketing subsidiary, to handle its institutional account, both effective after their reorganization Dec. 31. D'Arcy Adv. Co. named to handle product advertising for American Oil effective Jan. 1. (It formerly handled Standard product account.) BBDO continues as institutional agency for Standard of Indiana until the reorganization and has handled Standard of California, which now becomes competitive. Standard-Indiana reportedly bills about $600,000 annually.

- The Lewyt Corp., N. Y., appoints Geyer, Morey, Madden & Ballard, that city, as its advertising agency, effective immediately.

- Wilson Manufacturing Co., Sunbury, Pa., appoints Kastor Hilton Chesley Clifford & Atherton, New York, as advertising agency for the firm's Bob-pins, hair curlers and other hair accessories. Wilson's newly expanded budget will be allocated mainly to television.

Business briefs...

Hertz Systems Inc., Chicago, has set an all-time high budget of approximately $7.5 million for advertising in 1961, of which $2 million will be allocated to TV. The major portion of the tv budget will be for an expanded 52-week, regional spot tv campaign in key markets. An undisclosed amount will be spent on spot radio. Agency: Norman, Craig & Kummel, N. Y.

William Wrigley Jr. Co. (chewing gum), Chicago, buys spot participations on ABC-TV nighttime and daytime programs, starting after Christmas for 52 weeks. Emphasis will be on frequency, circulation and the "proper program

REACH THE BUYING

*83.6%

Adult

HOUSTON AUDIENCE AT THE LOWEST COST PER THOUSAND

K-nuz

*See KATZ for the August, 1960 PULSE and complete Audience Composition Story

24-HOUR MUSIC AND NEWS

National Reps.:
THE KATZ AGENCY, INC.
- New York
- Chicago
- Detroit
- Atlanta
- St. Louis
- San Francisco
- Los Angeles
- Dallas

IN HOUSTON, CALL DAVE MORRIS
JAckson 3-2581

AIMS
ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS

MEMBER OF TEXAS QUADRANGLE

climate," mostly on weekends. The program adjacencies: nighttime, plus public affairs shows and sports features (basketball, football, golf and bridge (*Championship Bridge*). Expenditure: A projected $4 million. Agency: Erwin Wasey, Ruthrauff & Ryan, Chicago.

Carling Brewing Co., Cleveland, and Benton & Bowles, New York, have terminated an 11-year relationship. A joint statement said the parting was mutual and quoted R. C. Garretson, Carling's marketing vice president, as noting that the account servicing for Red Cap Ale (some $500,000 in billing) recently had not been profitable because of the account's limited size. He indicated a new agency would be appointed within 60 days and stressed the move had been made "with the utmost good will." Carling's Black Label beer is handled by Lang, Fisher & Stashower, Cleveland.

McGarvey-Atwood Coffee Co., Minneapolis, has opened a saturation spot radio campaign using 10 Minneapolis and St. Paul stations and up to 400 spots per week. The commercials are all 60-second spots positioned around the clock with emphasis on daytime radio. Knox Reeves Adv., that city, is handling the campaign. The spots feature actors portraying Mr. McGarvey and Mr. Atwood in humorous situations. The campaign started Oct. 31 and will run through the winter.

Gillette Co., Boston, and **Miles Labs,** Elkart, Ind., co-sponsors of *Saturday Night Boxing* on ABC-TV (10 p.m.-conclusion), will sponsor *Yearend Sports Review* in that time period on Dec. 24. The program is an annual Telenews production of Hearst Metrotone News Inc., N. Y. Telenews is also continuing to book single stations and regional sponsorship orders for the one-half hour *Yearend News Review,* which will be released the week of Dec. 19.

B. F. Goodrich (BBDO), **Wynn Oil** (Erwin Wasey, Ruthrauff & Ryan), **Colgate-Palmolive** (Ted Bates), **Schick Safety Razor** (Compton) and **Whitehall Labs** (Ted Bates) have purchased sponsorship of the annual Sugar Bowl game at New Orleans on NBC-TV Jan. 2, 1961 (Monday). It will be the fourth straight year that NBC-TV has televised the football classic.

Revlon Inc., N. Y., will sponsor *The Bobby Darin Show* on NBC-TV Jan. 31, 1961 (Tue. 9-10 p.m. EST). The special music-variety program, featuring guest stars Bob Hope and Joannie Sommers, will be produced by Tandem Productions and Ferrion Productions. Agency: Grey Adv., N. Y.

Lanvin Parfums Inc., N. Y., purchased full sponsorship of two motion pictures to be shown before Christmas on

DIP into NTA's newest and most exciting adventure series... about a father & daughter team, swimming in troubled waters!

NTA's ASSIGNMENT: UNDERWATER

39 Half-Hours completed! Sold in 57 Markets!

FEATURING SWIMMING CHAMPION Bill Williams and appealing 8-year-old Diane Mountford as his daughter.

YOU'RE SURE to emerge with big audiences and big sales... with NTA's exciting adventure series, ASSIGNMENT UNDERWATER. For example:

IN NEW YORK, with an 11.2 rating and 19.8% share of audience, it out-performed AQUANAUTS (with a 7.6 and 13.4% share)—Arbitron, 10/30—11/5, 1960. What's more, it's scoring the highest Monday-to-Friday rating of the week in the same period (7-7:30 PM) for its independent station, lifting the outlet from an average sixth position to photo-finish leadership in the time strip.

IN DETROIT, the series is NUMBER ONE in its time period, according to the latest four-week rating report (October), with a 16.0 rating and a 32.5% share of audience.

RIGHT NOW, 39 pulse-tingling half-hours have been completed. And there's a built-in audience of 8,000,000 underwater enthusiasts waiting to spear profits for you ... the minute they surface with their snorkels. Thar they blow... so what are YOU waiting for?

A PARTIAL LIST OF SPONSORS & STATIONS: R. J. Reynolds Tobacco Co., Kroger Food Stores, Coca-Cola Bottling (Louisville), Fiat Motors, Pilsener (P.O.C.) Beer, Armstrong Tires and... KNXT, Los Angeles, WGN, Chicago, WNEW, New York, WTTG, Washington, D.C., WJBK, Detroit, WLW-C, Columbus, WISN, Milwaukee and 50 other leading markets. For availabilities, phone, call or write:

NTA

NEW YORK:
10 Columbus Circle • JUdson 2-7300

LOS ANGELES:
8530 Wilshire Boulevard, Beverly Hills • OLympic 5-7701

CHICAGO:
612 N. Michigan Avenue • Michigan 2-5561

COMBUSTIBLES
&
ILLUMINANTS

Advertisers who want to kindle interest among Metropolitan New York's millions and ignite sales in America's largest market know that all roads lead to WPAT. Serving listeners throughout 31 counties in New York, New Jersey, Pennsylvania and Connecticut is the business of our station and the men who make and market America's leading gasolines and oil products know this kind of service means sales. That's why there's been a cracking 477% increase in this category alone in only three short years on WPAT. Motor oil, fuel oil, gasoline, by-product or any product, WPAT gets results. Drive the direct route to America's most densely populated market. Follow the signs. Follow the lead of advertisers like these: *American Oil, Atlantic Refining, Cities Service, Crown Petroleum, Esso Standard Oil, Gulf Oil, National Carbon, Oil Heat Council of New Jersey, Shell Oil, Sinclair Refining, The Texas Company and Tidewater Oil.* They're only a few of the many leading makers who, in the last three years, have advertised on WPAT . . . the station with the spark of success.

WPAT
&
WPAT-FM

WABC-TV New York. First of the two Lanvin "specials," "The Greatest Love," starring Ingrid Bergman, is set for Nov. 25. "The Third Key," starring Jack Hawkins, will be shown at a later date. Both are premier television presentations, the station said. Agency: North Adv., N. Y.

Yolande Corp. (lingerie), N. Y., may funnel some of its estimated $600,000-$750,000 advertising account into radio-tv, it was indicated Nov. 11 with the appointment of Cohen & Aleshire, N. Y., as new agency. Client formerly had Ashe & Engelmore Adv., N. Y., but did not use broadcast media. Advertiser cited Cohen & Aleshire's "track record" in fashion field, noted appointment was step in new expansion program. C&A, with some $8 million in radio-tv this year, has indicated it might consider broadcast for its new client.

Also in advertising...

Creative list ▪ Southern California Broadcasters Assn. is compiling a list of both company and freelance radio commercial writers for dissemination to advertising agencies. Professional writers interested in information regarding this list may contact Ira Laufer, sales manager of KEZY Anaheim and chairman of the SCBA Creative Development Committee. Phone Hollywood 3-5621 or write to 1213 N. Highland, Hollywood 28.

Cost index ▪ The Katz Agency, station representative, last week issued an updated version of its spot television advertising cost summary which is issued to agencies and advertisers semi-annually. The summary is designed for quick estimates of spot tv costs in as many as 230 markets and includes formulas that can be applied to rates in the market-by-market cost summary.

The wolves win out over 'true love'

A series of cliffhanging commercials — The Perils of Esmerelda — have radio listeners frantically telephoning radio stations to learn how they turn out. The suspenseful spots for Durkee's Fresh Egg Mayonnaise were turned out by Cunningham & Walsh, San Francisco, for the Durkee Div. of Shedd-Bartush Foods and are heard in the major markets of the states of California and Washington.

Each of the four commercials finds mayonnaise-loving Esmerelda waiting for her true love only to be surprised by the villainous Simon Viper. The wily Viper wants the frail heroine to marry him instead. She inevitably refuses this proposal and forthwith he hustles her to the rapids, a buzz-saw or the railroad tracks and doom—unless her true love can rescue her. The spots leave Esmerelda in this perilous situation and the announcer advises the listeners to bestir from the edge of their seats and call a certain phone number. A recorded announcement from Esmerelda's true love tells them how it all turned out. Sample:

MUSIC: LIGHT, GAY MOOD . . . SILENT MOVIE MELODRAMA-TYPE THROUGHOUT
ESMERELDA: Oh, I am so happy with all my Durkee's Mayonnaise . . .
SOUND: KNOCK ON DOOR
ESMERELDA: (almost singing) Come in. . .
SOUND: DOOR OPENS
ESMERELDA: (aghast) Simon Viper!—why are you here?
VILLAIN: To collect the mortgage.
ESMERELDA: But I just spent my last penny on this case of Durkee's Mayonnaise.
VILLAIN: Then, Esmerelda, I shall be forced to foreclose. . . unless. . .
ESMERELDA: (hopefully) Unless. . .
VILLAIN: (villainous laugh) unless you marry me.
ESMERELDA: Never!
VILLAIN: Then. . .
SOUND: DOOR OPENS
VILLAIN: (continuing) . . . get out—and take your Durkee's Fresh Egg Mayonnaise with you.
SOUND: HOWLING WOLVES IN DISTANCE
ESMERELDA: But there are wolves outside —they might eat the Durkee's.
VILLAIN: I know—care to reconsider?
ESMERELDA: Never! I shall flee to my true love.
SOUND: DOOR SLAMS . . . SNARLING WOLVES GETTING CLOSER
ESMERELDA: (breathlessly) Oh, dear . . . the wolves are already snapping at my heels. If only I can reach my true love in time to save me and my Durkee's Mayonnaise.
SOUND: SNARLING WOLVES UP AND OUT ABRUPTLY
LOCAL ANNOUNCER: Did Esmerelda reach True Love in time to save herself and the Durkee's Fresh Egg Mayonnaise? To find out, call Tuxedo 6-5400. Dial Tuxedo 6-5400 now.
TRUE LOVE: This is Esmerelda's true love, your friendly neighborhood grocer. As you know, Simon Viper had forced Esmerelda out into the night. She was carrying a case of Durkee's Fresh Egg Mayonnaise, while trying to outrun a pack of snarling wolves. Meanwhile, inside the store, I was so busy selling Durkee's, I had no idea Esmerelda needed help. Later, when I reached the scene, I noticed the wolves had eaten up all her mayonnaise.—Esmerelda and Durkee's always did go well together. . .

PHYSIOLOGICAL TRAINING
CHET S. LONG
The Humane Society of the City of Columbus
SUSTAINING MEMBER
Identification
Name Chester S. Long
Address 2560 Edington, Columbus
State Ohio
IN CASE OF EMERGENCY PLEASE NOTIFY
WBNS
Chet Long
OHIO
STAFF
CHET LONG
CIVIL DEFENSE CORPS
COLUMBUS AND FRANKLIN COUNTY
THE OHIO STATE UNIVERSITY ASSOCIATION
hereby certifies that
6/1/61
CHESTER STEWART LONG
DETROIT, MICH.
SEP 12 1958
1913130
Overseas Press Club
CHESTER S. LONG
POLICE
FIRE
THIS WILL IDENTIFY
Chet Long
WBNS-RADIO
Buckeye Boosters Inc.
1960-61
MEMBERSHIP CARD
CHET LONG
National Headliners' Club
CONVENTION HALL
Atlantic City • New Jersey
CHESTER S. LONG

This is Chet Long:

The contents of Chet Long's wallet are written in fourteen languages. In fifteen years of gathering and giving the news for WBNS Radio, Chet has visited twenty countries, and traveled 120,000 miles outside the continental United States. His cards identify him in press clubs from Tokyo to Reykjavik. In good old Americanese, Chet's cards also show he's an annual visitor to the Circleville Pumpkin Show, a member of the local Charity Newsies, the Buckeye Boosters, Humane Society and forty other organizations.

Chet joined WBNS in 1945, after making more than 5000 broadcasts for the Fifth Joint Service Command during World War II. His news scoops range from an inside-the-walls coverage of the Ohio Penitentiary riot and fire in 1952 to a continuous 48-hour stretch reporting the flood in January, 1959. His most recent honor came this month when his documentary on Korea received the Headliners Award from Press Club of Ohio for best news story presented on radio or television. He has been a commencement speaker in most high schools in Franklin County, and somehow always seems to work a 26-hour day.

On the occasion of his fifteenth anniversary with WBNS, we acknowledge Chet's unique place of affection in Central Ohio. As the man says about men like Chet — "They don't come along every day."

WBNS-RADIO
COLUMBUS, OHIO

Cost is major factor in talent talks

NETWORKS, PRODUCERS, UNIONS HOLD NEW YORK WEEKEND MEETING

The tv-radio networks and tv film commercial producers scheduled a meeting with the American Federation of Television & Radio Artists and the Screen Actors Guild last Saturday (Nov. 26) in an effort to reach an agreement on a new contract. The old pacts expired on Nov. 15 and the session was the first serious attempt to revive negotiations.

Spokesmen for the networks and the unions declined to be drawn into a discussion of the implications of the meeting. The unions reported they were proceeding with preparations for a strike, if necessary, and the networks continued to keep their personnel on call in the event a walk-out was ordered by the labor organizations. Both SAG and AFTRA have received strike authorizations from their memberships.

Negotiations came to a standstill Nov. 15 after almost two months of talks (BROADCASTING, Oct. 3 et seq.) Though Federal Mediator J. R. Mandelbaum met with both sides for less than ten minutes on Monday (Nov. 21), it was reported that both management and the unions decided there was no need for the services of the mediator at that time.

'Wild Spot' Issue ▪ The most serious area of disagreement is said to be in the rates and conditions for the so-called "wild spot" commercials on film and tape. For the first time, AFTRA and SAG are negotiating jointly in commercials (the networks' contract is with AFTRA and the Film Producers Assn. of New York's is with SAG).

The joint negotiation has led to complications. SAG's rates under the contract that expired Nov. 15 were about 20% lower than AFTRA's. Whereas the unions have sought increases on the basis of the AFTRA rates, management, in turn, has offered raises on the basis of the lower SAG rates. The unions were asking for an approximate 25% increase over the latest AFTRA rates, while management offered about 20% over the SAG rates (BROADCASTING, Nov. 21).

Sources close to the tv film producers pointed out that between 90-95% of the "wild spot" commercials have been on film. They point out that a 20% increase over present AFTRA fees would mean about a 50% increase over the SAG fees. They commented: "In the past, a premium fee was paid for commercials taped at a network or a station because there were so few commercials made there. But you must remember that a raise based on the AFTRA rate would apply to 90-95% of the national spot commercials, which have been largely on film."

Swing to Tape ▪ A union official replied: "We want to equalize the rates. There is no doubt in our minds that more and more agencies and advertisers will swing to tape, once they learn to use it, because tape can be more economical than film over the long pull."

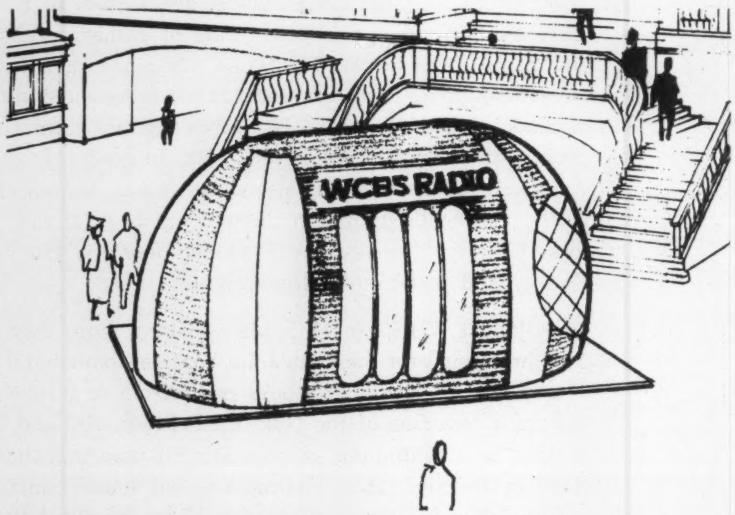
In other phases of the contract negotiations, there were reports that the networks were insistent upon gaining concessions from AFTRA in rehearsal time; the use of kinescopes as promotions at educational and civic organization meetings and in the use of edited versions of a network program for subsequent re-use.

It was said that management offered no raises to performers on network tv or radio programs or in radio transcriptions with one exception—a modest increase would be granted to sportscasters of baseball and football games.

Management negotiators were reported to have a mandate from advertisers and agencies to "hold costs down." Representatives of the American Assn. of Advertising Agencies and the Assn. of National Advertisers were present at all negotiating sessions as observers.

SAG Meeting ▪ SAG members authorized the union's national board to call the new strike by an 89% majority vote in a mail referendum, SAG President George Chandler told a mass membership meeting Monday evening (Nov. 21) at the Beverly Hilton Hotel in Beverly Hills. Just prior to the membership meeting and just after receiving certification of the strike authorization, Mr. Chandler reported, the SAG board voted unanimously to reject the latest counter-offer of the employers and to call a strike.

The union's executive committee,



WCBS will be floating on air this week

Some 400,000 people a day will be seeing WCBS New York at work this week. Starting today (Nov. 28) WCBS will be testing a new type of portable radio studio set up on the main rotunda of Grand Central Terminal in New York.

Constructed by Airshelters Inc., Akron, Ohio, the vinyl-coated nylon fabric remote studio will be in use by WCBS from 6 a.m. to 6 p.m. daily. **Usng no interior supports, the** studio is a low pressure, air supported structure 30 feet long, 20 feet wide, 12 feet high, with transparent plastic windows at each side and one end (see picture).

Divided into two sections by a transparent soundproof curtain of twin plastic plates, the studio's control room will contain a remote console panel, turntables and tape equipment, while the program section will house microphones, music stands, instruments, chairs, tables and other appurtenances to be found in any studio originating five different programs, WCBS said.

THAT WCKY SURE

ties up

CINCINNATI

Ties it up in knots. Ties up traffic-time with the big sound of music-and-service on the Will Lenay and Leo Underhill shows. Ties up hundreds of thousands of listeners every day, twenty four hours a day, throughout the Cincinnati Tri-State Area. Nielsen proves WCKY ties up a million-aire audience in a billion-aire market; Standard Rate proves it ties down a pennies-per-thousand cost. The salesman from AM Radio Sales has the facts-and-figures that prove that 50,000 watt WCKY ties a big red ribbon around Cincinnati.

WCKY-RADIO IS SOME BUY
50,000 WATTS • CINCINNATI

composed of the officers, has been given the authority to set the time for the start of the walkout, Mr. Chandler told the guild's members. All indications at the meeting were that the strike would start very shortly after the results of the membership vote and board action are formally presented to the negotiators for the networks, agencies and commercial producers.

John L. Dales, SAG national executive secretary, reported in detail on the contract negotiations which had gone on in New York for several weeks. President Chandler stated that on receipt of the 89% membership vote, the board had unanimously decided to reject the "final" offer of the employers and to call a strike "in order to get a fair contract that the negotiators and the board can recommend to the membership."

Monday's meeting was dominated by the strike threat, but also included these other highlights:

- Report of President Chandler that for the 12-month period ending Oct. 31, 1960, SAG collected and distributed to members an all-time record sum of $6,512,607 in residuals on tv entertainment programs, payments on theatrical pictures sold to tv and claims against producers for contract violations. Of that sum, program residuals amounted to $5,316,307, also a new high, which brings the total of residuals since they began in December 1953 to $17,386,425.
- Election of the full unopposed slate of SAG officers: George Chandler, president; Dana Andrews, first vice president; James Garner, second vice president; John Litel, third vice president; Ann Doran, recording secretary; Frank Faylen, treasurer.
- During the SAG fiscal year ended Oct. 31, 1960, the guild's income was $634,341, its expenses $738,679, with a deficit of $104,338, Treasurer Leon Ames told the membership. Both he and President Chandler pointed out that even though the guild still has a surplus of $678,562, the figure was $820,184 two years ago. Mr. Chandler announced the appointment of a special committee to study the guild's financial situation and make recommendations for "a long overdue overhaul" of the dues structure.
- SAG membership as of Oct. 31 was at the all-time high of 13,685 paid up performers, 9,396 in the Hollywood area, 3,481 at New York and 808 in other cities.
- Through the strike against the motion picture producers, SAG "won, for the first time, a pension plan and a health and welfare plan for motion picture actors, to be paid for entirely by the producers," President Chandler told the meeting. The agreement for the employer to make a contribution equal to 5% of actors' total earnings "means a payment by the employer—in theatrical pictures alone—of more than $1,650,000 a year." To get the fund started, he noted, "we persuaded the producers to give us a little something over and above the 5% contribution, an amount totalling $2,625,000, of which $2,250,000 will be paid into the pension plan in 10 installments over the next 10 years and $375,000 is being paid immediately into the health and welfare fund."
- Negotiations with producers to tv entertainment films resulted in an extension of the pension and health and welfare plans to television and "that's at least another million dollars a year," President Chandler reported.
- Producers of theatrical pictures also agreed to pay a percentage of tv receipts in perpetuity on all pictures made since Jan. 31, 1960, and released to television, he said. And the contract can be opened at any time after 15 months from now, he noted, to deal with pay tv, should it become commercially successful. And of course the new contract for theatrical movies included substantial increases in minimum scale, he said.
- Martin E. Segal, authority on pension, health and welfare plans and consultant for the SAG program, told the performers that starting Jan. 1, 1961, a major portion of doctors' and hospital bills of SAG members and their families will be paid for them, with substantial life and accident insurance coverage as well. Any actor who has earned as little as $1,000 a year in pictures is eligible to participate.

In response to a question, Mr. Segal revealed that it is expected that the AFTRA and SAG pension, health and welfare plans will be merged so that an actor's performances in radio and live tv may be combined with those in filmed and taped programs or commercials.

'Quality Control' a must item for Storer

Storer Broadcasting Co. is wondering how it ever got along without the Quality Control self-regulation plan it installed eight months ago.

The idea, announced last winter during the black days of government investigations, is providing unexpected benefits to Storer's five tv and seven radio stations.

Mr. McCarthy

Another surprise—it's quite inexpensive, and well below original cost estimates.

Quality Control was set up by George B. Storer and his executive staff to provide "a continuing safeguard against repeated violations of FCC, Federal Trade Commission, NAB and company rules or policies by any Storer station."

The plan finds violations of these rules but naturally can't correct them. That's up to management. Instead of serving as a sort of unwelcome spy system, it has developed enthusiastic approval at all operating levels. Weekly cost amounts to about one 20-second spot per tv station; five to 10 spots per radio station.

Storer executives describe Quality Control as "the most comprehensive self-monitoring system in American broadcasting." Its impact on overall station operation is expressed this way, "Worth three times its cost."

Autonomy ▪ Directing the tv and radio monitoring is Dean McCarthy, former Storer station manager and once producer of *The Catholic Hour* (BROADCASTING, Jan. 18). He reports to Stanton P. Kettler, Storer operations vice president, and has absolutely no direct contact with anyone at any Storer station.

To insure complete autonomy, the department is based away from Storer headquarters in Miami Beach, with the director making contacts through top management. He has a television monitor in Atlanta, Milwaukee, Cleveland, Detroit and Toledo. Each monitor reports directly to Mr. McCarthy and under no circumstances is permitted to contact the station. And station managing directors don't know the name or address of the local monitors, none of whom have any other jobs or connections in broadcasting.

Ewald Kockritz, Storer vice president and national program manager for tv, calls on monitors and keeps them briefed on company policies as well as NAB and FCC rules.

"The purpose of Quality Control is to improve the end product," Mr. Kockritz said. "It hasn't been instituted just to catch violations, although everyone breathes easier knowing that it will spot quickly any irregularity. We regard quality control as a systematic sampling of the product

CODE INTEREST HIGH AT NAB MEET

Government and community relations top agenda at Chicago

NAB's series of fall conferences moved into the stretch run on a high note of optimism in Chicago last week, with broadcasters radiating confidence over the improved climate of broadcasting regulation.

Attendance at the Chicago meeting Monday and Tuesday reflected continued gains over last year's figures, with approximately 275 registrants on hand. Attendance was running about 10% over last year as the conference circuit moves to New York for the final round today and tomorrow (Nov. 28-29).

Interest in radio and tv code activities ran high in Chicago, with emphasis, too, on government and community relatons and the need for better fulfilling public service responsibilities to viewers and listeners. The prospect for less government regulation and "more reliance" on broadcasters' ability to operate in good faith and the public interest was raised by NAB staff members and other speakers.

Broadcasters heard:

- A plea by Ben Strouse, president of WWDC Washington, D. C., and WMBR Jacksonville, Fla., for more experimentation in programming formats and ideas, more "depth research," the "brains and guts" to editorialize and a richer fulfillment of responsibilities to the public—178 million Americans, all "program directors."
- A reminder by Edward C. Quinn, president of Chrysler Motors Corp., and vice president of Chrysler Corp.'s sales divisions, that broadcasters face a "real challenge" in programming because more viewers and listeners have become "more selective" (see page 50).

Broadcasters evidenced more than passing interest in the Tuesday morning radio session on the code, stereo broadcasting, engineering efficiency, public relations and other topics, with particular emphasis on self-regulation.

Liquor Advertising ▪ One station manager wondered aloud why the radio standards of practice prohibit liquor advertising when "there's plenty of free liquor advertising on tv?" John Meagher, NAB vice president for radio, acknowledged this was a "sore point" and Vincent T. Wasilewski, vice president for government affairs, conceded there might be "inequalities" between the radio and tv codes.

Another broadcaster urged strict compliance with the radio code instead of letting it serve as mere "window dressing," while another wondered whether NAB might not be in effect penalizing non-code subscribers. Mr. Meagher pointed out that the support of subscribers is needed and claimed broadcasters "have to stand up and be counted." Provisions of the code on multiple sponsored public service shows (shopping, market, similar types) were reviewed by George J. Volger, KWPC Muscatine, Iowa, and member of the NAB Radio Code Board.

Mr. Strouse told NAB delegates that 178 million Americans are, in effect, all "program directors" and suggested broadcasters "have the courage to try new formats and ideas, to experiment with new program patterns.

"Let's be a force for good in our communities, a strong force in this mixed-up world. . . Let's get to know our senators, governors, congressmen, state legislators better and keep them informed about our stations and our progress," Mr. Strouse suggested. "Let's do the kind of job for the 178 million program directors that will keep them informed, enlightened and entertained."

Men elected or appointed to public office often make "the very human and understandable error" of deciding that 178 million Americans share their likes and dislikes or of letting a "pressure group" persuade them as to what the public purportedly wants, Mr. Strouse pointed out. Any government official has the right to be a program director, too, as long as he doesn't confuse "that personal right and his official position," he asserted.

"Depth studies" of a station's audience are essential in determining the type of programming that will best serve the public's needs and desires, he noted. WWDC maintains strong telephone contact with listeners to keep apprised of these needs and wants, Mr. Strouse said, adding that on the basis of the station's audience, Washington is

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—just as has long been the practice in manufacturing."

Monitors are directed to report objectively on what went on the air, serving as reporters rather than critics. They supply Mr. McCarthy with a record of what was broadcast, including video-only material and exact timing of all video copy. These timings are compared with station logs. Audio times can be taken from stations' tapes.

Tape Monitor System ▪ A Storer station managing director can have a complete monitoring and evaluation of his local competition within 48 hours, even a list of competitors' advertisers if needed.

Each Storer radio station is equipped with a Soundscriber tape machine recording 24 hours on a single roll. Tapes are kept for the entire broadcast output and monitored in the Miami Beach office on a selected-day basis. The advance monitoring schedule is staggered and secret. Tv monitors are notified a month in advance of monitoring days. All radio and tv station tapes are monitored by Mr. McCarthy, who checks each item against the logs. Radio stations submit approved music lists. Mr. McCarthy reports to Storer headquarters, including a recapitulation of promotional and public service spots. At least twice a year a week's logs and tapes are analyzed, including a complete spot count.

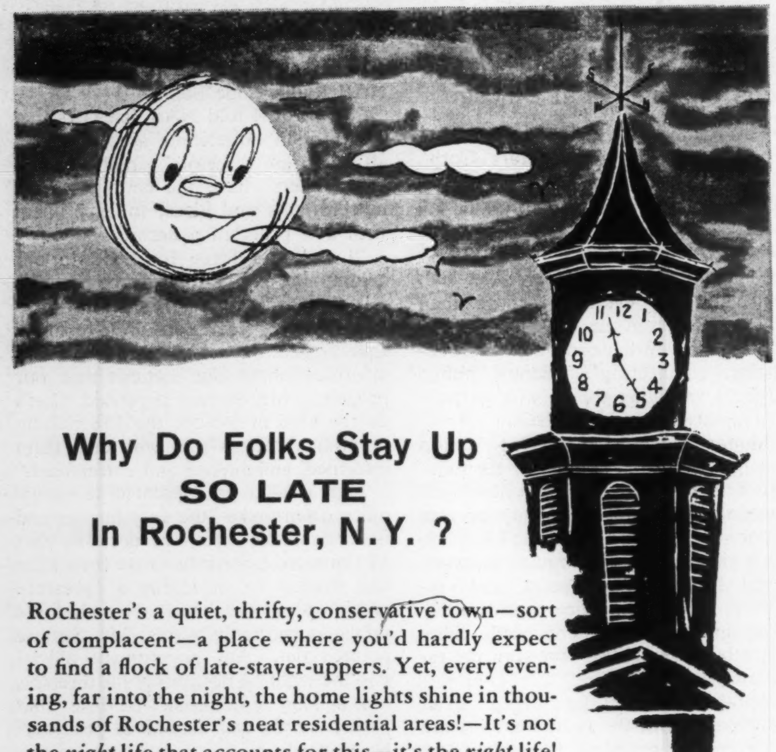
Tv monitors describe what they see on the screen, using 8½x14-inch ruled sheets. They supply comments on visual material, note crooked slides and other flubs, and keep a running account with stopwatch notations.

Mr. McCarthy reported a full day's tv programming can be monitored in four hours, a 24-hour radio operation in eight hours. Naturally musical selections aren't heard in full.

Stalking the Networks ▪ Mr. McCarthy gives special attention to network programming, especially at tv stations. In one case a network was found to be giving opening and closing sponsor billboards in quarter-hour participation shows contrary to Storer rules and the NAB tv code. The network promptly corrected the violation. And monitoring has led to better placements for the announcements.

Grady Edney, national radio program manager, said poorly-spotted announcements can be just as irritating to listeners as hard-sell commercials. The monitoring system shows bad scheduling, he said, adding, "Thanks to our continuous taping of everything broadcast we can now demonstrate, not remonstrate. The result has been better broadcasting."

Cost for tapes and machines for all 12 stations and headquarters ran under $10,000. Salaries and operating expenses are under $3,000 a month. Storer officials believe an average radio or tv station can set up a similar checking system for less than $10,000 a year per station. Storer stations are WSPD-AM-TV Toledo, Ohio; WJBK-AM-TV Detroit; WAGA-TV Atlanta; WJW-AM-TV Cleveland; WITI-TV Milwaukee; WGBS Miami; KGBS Los Angeles; WIBG Philadelphia and WWVA Wheeling, W. Va.



Why Do Folks Stay Up
SO LATE
In Rochester, N.Y. ?

Rochester's a quiet, thrifty, conservative town—sort of complacent—a place where you'd hardly expect to find a flock of late-stayer-uppers. Yet, every evening, far into the night, the home lights shine in thousands of Rochester's neat residential areas!—It's not the *night* life that accounts for this—it's the *right* life!

It's those Wonderful
FEATURE
FILMS
EVERY NIGHT AT
11:25

Never—no *never*—has there been such a brilliant, star-studded array of late-evening entertainment as that offered by our Fall Festival of Feature Films! Great dramas! Great stars! Great entertainment!—And *a great opportunity for smart buyers* who grab up the golden spots within this super-selling program structure! Write, wire or telephone today!

CHANNEL 10
ROCHESTER, N.Y.
(WVET TV • WHEC TV)
EVERETT McKINNEY INC. THE BOLLING CO. INC.

the "toughest place in the country in which to operate." WWDC's audience comprises senators, congressmen, FCC commissioners and two million other people in the market area, he noted.

"If the day arrives when the people cease to have opinions about us, we've lost our souls," he told NAB delegates. "When people no longer care enough to criticize, it's time to turn off the transmitter and retire." Accordingly, he stressed, radio must be used as a force for good.

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QUALITY BROADCASTING BUILDS A NEW HOME IN RICH, RICH SOUTHERN NEW ENGLAND

CONSTITUTION PLAZA, AN EXCITING FACET OF URBAN REDEVELOPMENT IN DYNAMIC DOWNTOWN HARTFORD, IS CURRENTLY ABUILDING.

FIRST STRUCTURE, SCHEDULED FOR COMPLETION IN EARLY 1961, IS BROADCAST HOUSE, NEW HOME OF WTIC TV-AM-FM.

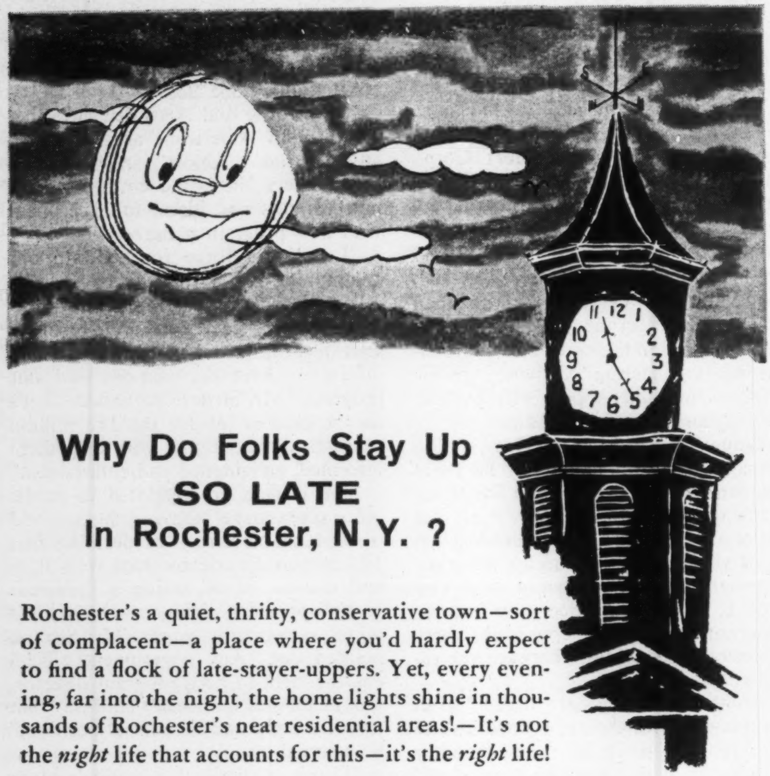
WITH FACILITIES WHICH LOOK TO THE FUTURE, BROADCAST HOUSE ASSURES THE ENDURING STANDARDS OF QUALITY, PERENNIALLY ASSOCIATED WITH WTIC RADIO AND TELEVISION.

WTIC-TV 3 **CBS Affiliate**

REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

WTIC 50,000 watts **NBC Affiliate**

REPRESENTED BY THE HENRY I. CHRISTAL COMPANY



Why Do Folks Stay Up
SO LATE
In Rochester, N.Y. ?

Rochester's a quiet, thrifty, conservative town—sort of complacent—a place where you'd hardly expect to find a flock of late-stayer-uppers. Yet, every evening, far into the night, the home lights shine in thousands of Rochester's neat residential areas!—It's not the *night* life that accounts for this—it's the *right* life!

It's those Wonderful
FEATURE
FILMS
EVERY NIGHT AT
11:25

Never—no *never*—has there been such a brilliant, star-studded array of late-evening entertainment as that offered by our Fall Festival of Feature Films! Great dramas! Great stars! Great entertainment!—And *a great opportunity for smart buyers* who grab up the golden spots within this super-selling program structure! Write, wire or telephone today!

CHANNEL 10
ROCHESTER, N.Y.
(WVET TV • WHEC TV)
EVERETT McKINNEY INC.   THE BOLLING CO. INC.

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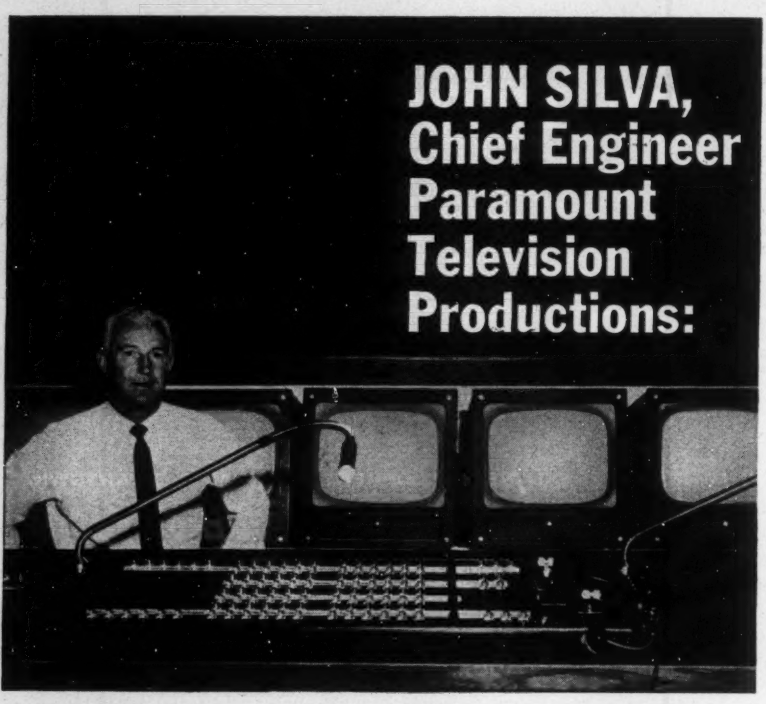


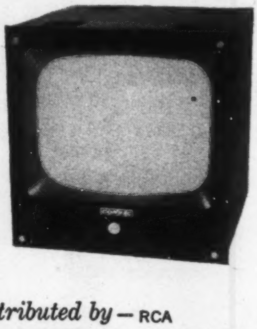
JOHN SILVA,
Chief Engineer
Paramount
Television
Productions:

"For our new control room, CONRAC MONITORS were the natural choice..."

In planning the new control room for their famous Stage 6, Paramount Television specified only the best equipment manufactured. Included in this choice, naturally, were Conrac video monitors. Why Conrac? "Because of their unfailing ability to display all the information just as it is, without distortion, and do it dependably day after day after day," is the way John Silva put it. Whether you're building a new facility or expanding your present operation, it will pay you, too, to select Conrac – the finest in video monitoring equipment.

EVERY CONRAC MONITOR FROM 8" THROUGH 27" BROADCAST OR UTILITY *includes these important features:*

★ Video response flat to 10 megacycles
★ DC restorer – with "In-Out" switch
★ Provision for operation from external sync – with selector switch
★ Video line terminating resistor and switch



Conrac Monitors Are Distributed by – RCA
GENERAL ELECTRIC
AMPEX *and*
VISUAL ELECTRONICS

CONRAC, INC.
Makers of Fine Fleetwood Home Television Systems
Dept. K, Glendora, California
TELEPHONE: COVINA, CALIFORNIA, EDGEWOOD 5-0541

programs they tune in than they used to be. I know that you are not waiting passively for some kind of slow shaping of your media to occur. You help it occur by taking bold steps in the right direction."

Quality Programs ▪ Mr. Quinn cited "a new surge of quality programming" in the areas of news, public affairs and special documentaries, plus "fresh drama and musical shows." He expressed belief these programs are not aired "because of any tremendous ratings they may pull" but because "you men and women in radio and television management have recognized your obligation to introduce quality into your programming concepts."

Discussing the "importance of aggressive marketing" for economic growth, the Chrysler executive acknowledged that both television and radio have been "especially valuable to automotive manufacturers as a vehicle for introducing new car models. He pointed out that 84 out of every 100 cars (or over 50 million) are equipped with radio today and "to the extent that you make your radio programs attractive, then to that extent you help make motoring attractive."

5 broadcasters get AP news awards

Five broadcast news departments took honors at the Associated Press Managing Editors Assn. annual convention in Williamsburg, Va. Citations for outstanding participation in news coverage went to eight newspapers and these broadcasters:

General Manager Verne Paule and newsman Bob Wilson of WJPS Evansville, Ind., for consistent protection to the AP, including outstanding on-the-spot help covering an airliner crash at Tell City, Ind., and the sex killing of 11-year-old Avril Terry at Boonville, Ind.

News Director Mike Morgan of WELM Elmira, N. Y., who telephoned AP with a hunch that police proved out, linking a former Elmira reformatory inmate to a double murder.

News Director Eddie Barker of KRLD-AM-FM-TV Dallas for a series of exclusive interviews with Mrs. Frances Spears, wife of a Dallas naturopath questioned about the possible bombing of an airliner which crashed, taking 42 lives.

News Director Al Crouch of KNUZ Houston, Tex., who with his staff gave AP members a 42-minute beat on the Amoco tanker explosion at Houston.

John Columbus, manager of WPUV Pulaski, Va., who covered for the AP two days last April when a man barricaded himself in his father-in-law's home with his wife's sister as hostage and stood off police for 30 hours.

WAPI Makes The Headlines

RADIO-TV NOTEBOOK—

Give jagged nerves break: Tune in soothing Broadway After Dark

BY ROBERT E. LEE, News radio-TV editor

Are you one of those who are hooked, and I mean bad, to the extent that if you don't have your daily shot of TV your eyes become clear instead of teary, the pain goes from your back as you move around without sitting for hours before the black box with the changing eye?

Well, Mr. Addict, it's time you took a break, not a full cure, of course, but an hour or so of relief.

After the dishes are done tonight instead of plopping down into that easy chair click on that radio about 7:05 to WAPI and listen to some good music.

The program Broadway After Dark tonight, for example, will present The Sound of Music, a hit show from Broadway. Your host is Jim Lucas.

It's kinda nice, believe me. I took the break last night and heard The Flower Drum Song.

Lucas is a very talented guy, so much so that he is under contract with NBC.

After an hour of Broadway music Lucas takes you pub hopping, catching entertainment from the brighter spots on the Great White Way, all via your magical radio.

Well, it seems when he was in Spain filming some bullring shots for a special show, Paar draped himself in fighting togs and prepared to tussle with a friendly milk giving cow.

Instead, someone, probably an irate fan from the states, let loose a real fighting bull.

Needless to say, Paar didn't fight, or shoot, the bull but ran for the exit. He suffered a couple of bumped ribs fo

r, he showed

exposure,

You ha

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photos

on hi

to

N

Jim Lucas' popular BROADWAY AFTER DARK is the sort of show people have come to expect from WAPI . . . entertaining, imaginative. It's a typical example of the way WAPI delivers the programs that deliver the *audience!*

WAPI

50,000 WATTS*
BIRMINGHAM
ALABAMA

*5,000 Nights

REPRESENTED NATIONALLY BY HENRY I. CHRISTAL CO., INC.

The Sun Also Rises in Tulsa

"Please stop saying 'A-a-a-ah-h-h-h!' when you drink your Cain's coffee. You're teaching grandpa bad habits."

So wrote a little girl to KOTV's local Helios, whose enthusiastic coffee breaking on "Sun-Up" prompted the bit of sponsor identification quoted above.

KOTV's sun chariot rolls across the Tulsa sky every morning from 7 to 8. For half that time a long-established early morning network program tries to make a race of it on another channel—but our program out-rates it two- or three-to-one. We think we know why.

There's the program's spontaneity. (If someone goofs, corrections are made on camera. It's not unusual for a cameraman to shout, "What do we do next?" The audience usually sees the behind-the-scenes answer.)

But the most significant reason for the program's success is its happy blend of *local* service and entertainment. It is indigenous. Without the unlimited budget of its network competitor, without the pick of the nation's brain power or talent—although visiting national personalities frequently put in an appearance—"Sun-Up" is nevertheless fresh and informative. It does not offer the academic charm of national weather reports—it tells how to dress the kids *this* morning. It presents conversation-making neighbors, not headline-making global celebrities. And, while it is important to keep up with world affairs—as "Sun-Up" does through newscasts—what the viewer really sees is a reflection of life in his own community.

"Sun-Up" interprets Corinthian's basic programming philosophy. Through the unequalled CBS eye, we bring our viewers entertainment and information from the outstanding network. In addition, regional needs and tastes are met by creative *local* programming. This, we believe, builds audience loyalty, wins viewer respect, and helps make friendly prospects for our advertisers.

Responsibility in Broadcasting

THE CORINTHIAN S

KOTV
TULSA (H-R)

KHOU-TV
HOUSTON (H-R)

KXTV
SACRAMENTO (H-R)

WANE-TV
FORT WAYNE (H-R)

WISH-TV
INDIANAPOLIS (H-R)

WANE-AM
FORT WAYNE (H-R)

WISH-AM
INDIANAPOLIS (H-R)

STATIONS

Okla. Supreme Court affirms radio-tv ban

The Oklahoma Supreme Court last week reaffirmed its ban on news cameras, including tv.

Mr. Palmer

The action came virtually a year after state broadcasters, led by KWTV (TV) Oklahoma City, petitioned the court to reconsider its 1959 order and permit a hearing on the prohibition.

Last week's short-order ruling was written by Chief Justice Denver Davison. It stated: "All petitions for rehearing and motion for oral arguments denied."

The original Supreme Court order adopted without hearing or argument a request of the Oklahoma Bar Assn. that its Canon 35 be accepted as a rule of the court (BROADCASTING, Oct. 12, 1959).

Motions for reconsideration and an oral hearing were filed with the court by the Oklahoma Television Assn., Oklahoma Broadcasters Assn. and the Oklahoma Press Assn., as well as KWTV.

Bruce B. Palmer, KWTV news director, who is also president of the Oklahoma chapter of Sigma Delta Chi, expressed astonishment that the court "arbitrarily refused" to rehear the case in view of the fact that there never had been any formal hearing whatever on the issue.

A division of opinion in the state's two highest courts results from the state supreme court ruling. Holding parallel jurisdiction is the Oklahoma Court of Criminal Appeals which, since 1958, has permitted radio and tv the same rights in its courtrooms as the press. This position was reaffirmed last year when the supreme court announced its ban.

Switch from u to v pays off

It was a happy anniversary this month for WVEC-TV Norfolk-Hampton, Va., as the seven-year-old station celebrated its first year of operating as a vhf. The extent of management's happiness was dramatized in President Thomas P. Chisman's fiscal report. After one year on ch. 13 WVEC-TV showed a profit exceeding $100,000. The previous year's operation on ch. 15 ended with a red-ink entry of $172,000. (There are two other vhf stations in the market.)

U.N. radio-tv coverage awards

WNTA-TV New York has won the American Assn. for the United Nations' top television award for outstanding news coverage of the 15th General Assembly of the United Nations. Awards, which were the first to be presented by the AAUN to the radio-tv industry, were made at a luncheon in New York last Monday (Nov. 21) as part of the AAUN's second biennial convention ceremonies.

Other broadcast winners were: Pauline Frederick, NBC; John McVane, ABC; Richard McCutcheon, CBS, and WNYC New York, winner of AAUN's only radio award.

Crowell-Collier net up 27% for 9 months

Crowell-Collier Pub. Co., New York, had a record nine-month financial report last week, with net sales of $34,012,353, a 27% increase over the same period last year. Consolidated earnings after federal income tax were $4,665,055, or $1.82 a share.

The interim report includes income for three radio stations but gives no breakdown. Last year they accounted for nearly $2.5 million of a $35.5 million total. But two of the stations were acquired during that period. Crowell-Collier stations are KFWB Los Angeles, KEWB San Francisco-Oakland and WISK St. Paul, Minn. Awaiting FCC approval are acquisitions of WGMS-AM-FM Washington and WMGM New York.

The current nine-month statement lists $188,725 in dividends from the Macmillan Co. The company began buying Macmillan shares in 1959 and acquired a majority interest last July. C-C publishes *Collier's Encyclopedia,* Macmillan principally textbooks.

Media reports...

Honors WBC stations ▪ The National Assn. for Mental Health has presented an award to Westinghouse Broadcasting Co. "for its devoted service over the years to the cause of mental health." The award was presented by Mrs. A. Felix duPont Jr., association president, to Richard M. Pack, vice president-programming for WBC, at the annual conference of the NAMH in Denver Nov. 18.

WEOL appeals ▪ Notice of appeal was filed last week by WEOL Elyria-Lorain, Ohio, in its $1 million civil antitrust suit against the *Lorain* (Ohio) *Journal.* The appeal was taken in the Sixth Circuit court in Cincinnati against the district court ruling last May denying the radio station's suit against the newspaper (BROADCASTING, May 30). The suit, filed in 1953, was an outgrowth of practices whereby the newspaper refused to accept advertising from merchants who also advertised on WEOL. This was the basis for a successful government antitrust suit in 1951.

Tenn. Broadcasters told strong points of "spot"

Three outstanding characteristics of spot radio and television are selectivity, flexibility and efficiency, Ed Fleri, associate media director of BBDO New York, told the Tennessee Assn. of Broadcasters at its 14th annual meeting in Memphis Nov. 18.

Radio campaigns have increased in total weekly frequency, he pointed out, and more thought is being given to broadcasting's selective audience in the cumulative overall performance of a campaign. Network radio and network television both offer a large degree of flexibility, Mr. Fleri said. He also stated the belief that network television was more flexible than it had been two years ago through short-term commitments, confirmations of schedules months in advance of starting dates and availability of prime nighttime minutes.

Efficiency, Mr. Fleri said, applies to both radio and tv. But he cautioned stations to be prepared to justify rate increases. "While rates increase due to greater performance," he said, "there are very few instances I can recall where rates have decreased because of decreased performance."

Seven Deadly Sins ▪ Ernest B. Cummings, president of Cummings Adv., Memphis, spoke of the "seven deadly sins of advertising," to the Tennessee broadcasters. He named too little advertising as the greatest and most wasteful of advertising sins. Lack of repetition or "failure to plant impressions," lack of coordination in ad campaigns and the failure to utilize each medium for its own special effective purpose also came under Mr. Cumming's fire.

An ad should tell the essential sales story each time, Mr. Cummings insisted, but to avoid boring the customer a different aspect of the story should be emphasized. Try to tell your sales story in such a way as to persuade the buyer rather than merely thinking of the seller's angle, he suggested.

For election of TAB officers, see FATES & FORTUNES page 84.

Bay Area stations settle promotion fight

KQBY San Francisco, which sued KABL Oakland (San Francisco) for damages last September on charges of "malicious intent" to injure and deception of the public (BROADCASTING, Sept. 5), said the two stations are jointly announcing a financial settlement and KQBY's dismissal of its suit.

KQBY said the settlement gives that station exclusive use of the promotional slogans "I. Q. Radio" and "America's First Family of Fine Music Stations." KQBY, which had sued KABL for $1,328,000 and also complained to the FCC, said it obtained a court injunction restraining KABL from using slogans KQBY claimed to be its own.

The dispute had centered about promotion involving KQBY's change of call letters (from KOBY) on Sept. 12 and its charge that KABL, before the change, inaugurated a teaser ad campaign using the letters "I.Q." and made announcements that "intelligent quality programming" would be on KABL as of Sept. 12, date of the KQBY call letter change.

Networks may get bill for Inauguration seats

A tentative proposal that the networks be required to help underwrite the costs of viewing platforms for events attending the 1961 presidential inauguration in Washington—on the ground that some people who would normally pay for seats on the stands stay home and watch the ceremonies on television instead—ran into skepticism, if not resistance, from the networks last week.

The tentative proposal, not yet definitely decided upon by Inauguration Committee officials, was discussed during a meeting of representatives of the various news media Wednesday with Sam Brightman, the Democrats' public relations director, and Jack Christie, tv-radio director.

Mr. Brightman promised network news and special events representatives Robert Fleming (ABC), Lew Shollenberger (CBS), Steve McCormick (Mutual) and Elmer Lower (NBC) that he would find whether Edward H. Foley, newly-appointed general chairman of the Inauguration Committee, plans to follow through on a preliminary group's recommendation that the networks be required to put up $10,000 apiece for the platforms along the parade route. Seat and souvenir sales have been more than enough in the past few inaugurations to repay those costs, it was understood.

Uppermost in the minds of the network spokesmen last week was the question of whether Mr. Foley would carry out the proposal, and, if so, whether similar money deposits would be required from other media.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week, subject to FCC approval:*

▪ KVOS-TV Bellingham, Wash.: Sold by Rogan Jones and associates to Wometco Enterprises Inc. for $3 million cash. Wometco, which is based on WTVJ (TV) Miami, Fla., is borrowing $2 million from the Prudential

Nobody knows the value of our service better than men who haven't used it!

The hazards of buying or selling on your own provide the best lesson in the value of a broker. Why risk negotiating without our deep knowledge of the market, of actual sales, of responsible contacts?

BLACKBURN *& Company, Inc.*

RADIO • TV • NEWSPAPER BROKERS

NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST
H. W. Cassill
William B. Ryan
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
Healey Building
JAckson 5-1576

WEST COAST
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

Insurance Co. for this transaction. In addition to WTVJ, Wometco owns WLOS-AM-FM-TV Asheville, N. C.; and 47.5% of WFGA-TV Jacksonville, Fla.; theatres in Miami, Tampa and West Palm Beach; the Miami Seaquarium, and vending operations in South and Central Florida and the Bahamas. KVOS-TV, on ch. 12 with a CBS affiliation, earned over $400,000 after taxes in 1959, the sale announcement reported. Mr. Jones is a principal owner of the International Good Music Stations group of fm stations in Washington, California and Oregon. Transaction was handled by Blackburn & Co.

- WFRV (TV) Green Bay, Wis.: Sold by Clayton Ewing and associates to WAVE Inc. for $1,091,000 (CLOSED CIRCUIT, Nov. 21). WAVE Inc. owns WAVE-AM-TV Louisville, Ky., and WFIE (TV) Evansville, Ind., and is principally owned by George W. Norton Jr. Remaining with the Green Bay station will be Jack Gennaro, vice president and general manager of WFRV, and staff. WFRV, on ch. 5, began operations in 1955 and is affiliated with NBC. Mr. Ewing and associates own also WIRM (TV) Iron Mountain, Mich.
- WEBC Duluth, Minn.: Sold by George H. Clinton and associates to WMT-TV Inc. for over $400,000. WMT-TV Inc. is the licensee of WMT-TV Cedar Rapids, Iowa, and is 60% owned by American Broadcasting Stations Inc. (WMT Cedar Rapids and KWMT Fort Dodge, both Iowa), 31% by William B. Quarton and others. Richard Hustead, vice president and general manager, will remain at WEBC under the new ownership. No staff changes are contemplated, it was announced. The sale price includes a five-year consultancy for Mr. Clinton. WEBC is 5 kw on 560 kc. Broker was Blackburn & Co.
- KLAD Klamath Falls, Ore.: Sold by Meyer Feldman and Joseph Lerner to Ogden Knapp, formerly with NBC station relations, for $175,000. Mr. Feldman is legislative assistant to Sen. John F. Kennedy, and has a 30% interest also in WADK Newport, R. I. KLAD is 5 kw daytimer on 960 kc. Broker was Blackburn & Co.
- KNEZ Lampoc, Calif.: Application filed seeking assignment of station from Thomas B. Friedman to South Coast Broadcasting Co. for $130,000, with $35,000 cash and balance on 12-year note. South Coast comprises M. D. Buchen, 33⅓%; Gerald F. Hicks, 19% and others. Mr. Buchen is general manager of KFSG and KGLA (FM) Los Angeles and is president of KLUK Evanston, Wyo. KNEZ is 500 w day on 960 kc. Broker was Wilt Gunzendorfer & Co. (corrected version).
- KASL New Castle, Wyo.: Sold by William Fisher and associates to Jack Rosenthal and group for $40,000. The Rosenthal group owns KBBS Buffalo, Wyo. KASL is 250 w on 1240 kc. Broker was Blackburn & Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, page 89).

- WHHM Memphis, Tenn.: Sold by Thomas W. Shipp to Mercury Broadcasting Inc. for $225,000. Mercury is headed by William H. Grumbles, west coast vice president of RKO General Inc., 51%, and includes Mr. Grumbles' sister, Marie G. Cobb, 49%. Payment is $65,000 cash and the remainder to be paid out over a four-year period. WHHM is 250 w on 1340 kc with ABC affiliation.
- KOTN-AM-FM Pine Bluff, Ark.: Sold by B. J. Parrish to Joellen Broadcasting Corp. for $112,500. Joellen is headed by Winston Joe Deane. Station is 250 w on 1490 kc.

Shift of WNAC-TV to ABC may be on interim basis

WNAC-TV Boston will join ABC-TV as an affiliate on Jan. 1, 1961, according to Julius Barnathan, ABC vice president for affiliated tv stations, and William McCormick, president and general manager of WNAC-TV.

The affiliation may be on an interim basis, however, since RKO General and NBC have agreed to swap stations whereby the network would acquire WNAC-TV in return for WRCV-TV Philadelphia. The proposed transaction, which also involves NBC buying KTVU (TV) San Francisco, has been challenged by Westinghouse Broadcasting Co., owner of WBZ-TV, the present NBC affiliate in Boston, and by KRON-TV San Francisco, also an NBC affiliate.

If the exchange is finally effectuated, WNAC-TV will become the NBC-TV outlet in Boston. CBS-TV, which now has WNAC-TV, is set to switch in January to WHDH-TV in Boston, now an ABC-TV affiliate. ABC-TV presumably will affiliate with WBZ-TV.

KTHS, WMAS to CBS

KTHS Little Rock, Ark., and WMAS Springfield, Mass., are joining CBS Radio as affiliates today (Nov. 28), according to an announcement by Arthur Hull Hayes, president of the network. KTHS, which left CBS Radio in January 1959 and has been operating since as an independent outlet, operates with 50 kw on 1090 kc. The station is owned and operated by Radio Broadcast Inc., of which W. H. Bronson is president. WMAS operates with 250 w on 1450 kc. It is owned by WMAS Inc., of which Gerald Harrison is president.

STATIONS FOR SALE

MIDWEST

Midwest daytimer in rich agricultural market. 1960 gross $140,000.00; price $180,000.00. Terms to be negotiated.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

SOUTHWEST

TEXAS FULLTIMER — $160,000.00
In a medium-sized Texas market, will gross in excess of $100,000 in 1960 and will make substantial profit. Extremely good operation, tip-top equipment, highly rated, very little competition, one of the best buys we have had. Station owns land, rents studios downtown. Remote transmitter operation. Terms to qualified buyer.

DALLAS
1511 BRYAN STREET
RIVERSIDE 8-1175
H. DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

WEST

Excellent power, good frequency, fulltime radio station in warm western state. This single station market facility will gross $80,000.00 this year. Can be purchased for $105,000.00 cash or $135,000.00 on terms of 29% down and balance out at $1,000.00 monthly.

SAN FRANCISCO
111 SUTTER STREET
EXBROOK 2-5671
JOHN F. HARDESTY

FINAL
NAB
FALL CONFERENCE
NEW YORK CITY Biltmore Hotel
NOVEMBER 28-29 (today and tomorrow)

This is the final NAB Fall Conference Meeting. John D. Stebbins and Ray V. Hamilton of the Washington, D. C. Office who cover the East will be registered at the Biltmore Hotel in New York. We shall enjoy seeing you at the New York NAB Conference.

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KWK seeks early hearing on FCC charges

ALSO WANTS 'BILL OF PARTICULARS' TO LIFT SHROUD OF 'MYSTERY'

KWK St. Louis charged last week that the FCC's revocation proceeding against the station ". . . has thus far been shrouded in mystery to an extent which is most, most unusual in commission practice."

In asking the commission for a "bill of particulars" to substantiate charges that it was "perpetrating a fraud on its listeners," KWK claims that the proceeding was "initiated in a . . . most unfair fashion."

KWK also entered a strong protest against a Broadcast Bureau request that the scheduled hearing be postponed from Dec. 14 to Jan. 16, 1961, in St. Louis with these words: "This unprecedented proceeding has subjected Station KWK and its owners, employes and sponsors to the most adverse publicity ever inflicted upon a broadcast station."

On Nov. 3, the FCC instituted revocation proceedings against KWK on the basis of complaints received by the commission concerning the "conduct of contests" over the station's facilities (BROADCASTING, Nov. 3). An investigation of the charges was made by the FCC's Office of Complaints & Compliance.

Unknown Charges ▪ In its petition for a list of specific charges, KWK said that the first and only official notice of the revocation proceeding has been the commission's order to show cause. "Thus, the long-established custom of the commission to forward copies of any complaints received by it to the licensee, with an opportunity . . . to reply thereto, was not observed in this case," the station maintained.

Moreover, it was pointed out, the FCC did not issue a Section 309 (b) (McFarland) letter, as required by the Administrative Procedures Act, advising the licensee of the matter under commission scrutiny. KWK continued:

"Not only was the licensee not apprised of the facts in advance of the designation for hearing, but the commission's order to show cause contains only the vaguest and most general allegations as to the nature of the charges against which the licensee of KWK must defend itself. The licensee knows only that the commission proceeded on the basis of some unspecified complaints regarding contests which were run by the station. It has no information as to the time, place or contest incidents upon which the commission relied. It is impossible to prepare to defend against unknown charges."

Specific Facts ▪ KWK said that the commission has proceeded in error and that, if afforded a reasonable opportunity to present the true facts, it can demonstrate this error. Specifically, the embattled St. Louis station asked the commission for (1) a list of all of the complaints which formed the basis for the show cause order, (2) the name and address of each complainant, (3) the date and time of each program or other incident complained of.

Also, (4) the date, time and place of the commission inquiry into each complaint and the name of the commission employe who conducted such inquiry, (5) a summarization of the facts obtained by the commission as a result of its investigation, (6) copies of all documents, affidavits, statements and evidence obtained by the commission, (7) facts relied upon for charge that KWK's telephone number was busy "approximately half of the time" during contests urging listeners to call, (8) particulars concerning vacation trips and prizes which allegedly were not as represented.

KWK asked the commission to list ". . . the specific facts relied upon . . . in concluding that a fraud was perpetrated upon KWK's listeners [and] the specific provisions of the KWK license which are alleged to have been violated and set forth the facts relied upon by the commission in reaching its conclusion that the alleged violation . . . was willful and repeated."

If the bill of particulars is supplied as requested, KWK asked that it be received by Dec. 4 so that it will have time to prepare for the hearing scheduled 10 days later.

Adverse Effect ▪ In urging that the hearing be held when scheduled, KWK said that "each day the commission's unknown and undocumented charges go unanswered, the greater is the adverse effect upon KWK." The station said that under the circumstances it is entitled to an immediate hearing. "Fairness and equity, which have not been accorded as yet in this proceeding, require the commission to proceed with the hearing without the delay requested by the Broadcast Bureau," KWK stated.

The bureau, on the grounds other pressing business did not give it time to adequately prepare for the St. Louis hearing, earlier last week asked for a month's delay. KWK countered that "it is impossible to believe" that the Broadcast Bureau has not had time to prepare its case. "If the commission now needs more time to 'adequately prepare for hearing,' it is obvious that the commission did not and does not have facts adequate and sufficient to support its conclusions that KWK 'willfully and repeatedly failed to operate substantially as set forth in its license,'" KWK charged.

At an informal conference two weeks ago, KWK said commission counsel expressed concern over the possibility that the hearing might not be concluded by Christmas. The station suggested that if this is the real reason for the requested delay, the hearing date be advanced or that evening, Saturday and Sunday sessions be scheduled.

"KWK already has been severely and unjustly injured by the unprecedented procedures followed by the commission and by the unwarranted conclusions of the order to show cause which were supported only by vague and sweeping statements unsupported by a statement of a single specific and relevant fact," the St. Louis station charged. "A delay in the hearing will compound the adverse publicity and injury which KWK already has suffered. . . ."

FCC urges 'read before you write'

Please follow the instructions.

This was the urgent request of the FCC last week to station licensees in replying to the commission's political questionnaire of last August. A commission spokesman said that a large number of the 300 replies received to date have been returned to the stations because of incomplete replies and various inconsistencies.

Principal errors cited were (1) lack of a proper signature by a station executive; (2) failure to answer all questions, and (3) obvious inconsistencies, such as larger figures in one box which applies to only certain candidates than in another box which applies to all candidates. "It is clear that the station executives are not reading the instructions carefully," an FCC official said.

All of the replies to date have been from small radio stations and none have been received from tv stations or the networks. Deadline for the questionnaires to be returned to the FCC is Dec. 5. The FCC, in turn, has a mandate to report to Congress by March 1.

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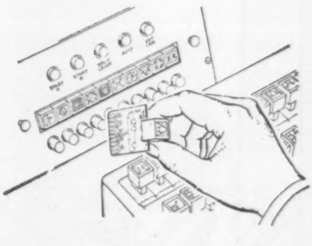

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Another group aims at regulatory agencies

SENATE HEARING TOMORROW BOASTS ALL-STAR LINEUP

The federal regulatory agencies, which have been shot at and hit individually by you name it on Capitol Hill, are going to get it collectively next year, from a growing group of snipers, both on and off the Hill.

The latest to issue itself a shooting license is the Senate Administrative Practice & Procedure Subcommittee, which last week announced it will hold a hearing tomorrow (Tuesday) through Friday on the regulatory agency problem.

Increasingly apparent is that the entire concept of government by regulatory agency is at issue, though complaints center on such well-worn phrases as backlogs and "regulatory lag" and their causes, executive versus congressional control of the commissions, split decisions or opinions, administrative versus judicial functions of members, fairness of statutes and regulations and expenses as compared to efficiency.

The witness list announced by Chairman John A. Carroll (D-Colo.) for this week's hearing practically guarantees some blue air over the hearing room on the regulatory agency question. It includes James M. Landis, who's making a study of the federal regulatory agencies at the behest of President-elect John F. Kennedy, with a view to possible reorganization of the commissions (BROADCASTING, Nov. 21); Judge E. Barrett Prettyman, who heads an organizing committee named by President Eisenhower to form an administrative practice conference for long-range planning to cut down government red tape and improve agency efficiency; and Louis J. Hector, former Civil Aeronautics Board member who resigned his post in 1959 with a denunciation of antiquated and outmoded practices among the agencies.

Mr. Landis, former dean of Harvard Law School and former chairman of the Securities & Exchange Commission and the CAB, represented Skiatron Electronics & Tv Corp. in pay tv hearings before the FCC in 1957.

Mr. Landis' report and recommendations, which may call for a reorganization of government regulatory agencies, are due in Sen. Kennedy's hand by Dec. 15.

Principles ▪ The group headed by Judge Prettyman met last week to set up operating principles for a prospective administration conference which in five or ten years would be operating actively to snip government red tape and improve regulatory agency efficiency.

But the conference's birth may have to await the official sanction of the incoming Kennedy administration.

This is the position taken by the organizing committee set up by President Eisenhower several months ago, which met last week and disbanded after recommending a group of operating principles for the prospective conference. Besides chairman Prettyman, William C. Koplovitz, Washington communications lawyer, is secretary.

The conference, to be composed of top level government regulators, practitioners before the various agencies, and representatives of Congress and the White House, will be set up on a continuing advisory basis to look into and recommend changes in procedures—all for the purpose of reducing the present long delays and expense of cases before federal agencies. The body would be made up of 65 delegates, it was recommended, and would use the Office of Administrative Procedure at the Dept. of Justice as a secretariat.

Support for the idea is expected to be forthcoming from President-elect Kennedy. Mr. Landis is known to be sympathetic to the idea.

The fourth study of regulatory agencies, by the Senate Commerce Committee, was announced last summer by Sen. Warren G. Magnuson (D-Wash.), chairman, who termed it a long-range, "Hoover-Commission"-type undertaking. Sen. Magnuson, as chairman of the Senate Commerce Committee, has jurisdiction over the regulatory agencies. As chairman of the Independent Offices Appropriations Subcommittee he exercises control over their fiscal budgets. He has announced the General Accounting Office has agreed to make a "pilot" study of the Interstate Commerce Commission, largest of the regulatory agencies. The ICC study will be used as a basis for committee studies of the other agencies.

FCC delays robots

Robots will just have to get along for awhile without their own exclusive frequency allocation, the FCC decided last week. The commission turned down a request by Hughes Aircraft Co. that 100 mc in the 13000-to-15000 mc band be reserved for the use of radio-controlled robots—called "Mobots."

Because of the domestic and international frequency situation, the agency said that it cannot provide exclusive frequencies for such specialized use at this time. However, the commission said it recognizes the importance of robot operation and will entertain an application in the future for such operations on an experimental basis.

In its request for the reservation filed last summer, Hughes said the Mobots could be used in places dangerous to or unlivable for humans.

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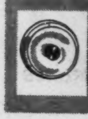
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INTERVIEWS FAMILIES IN THEIR HOMES

FCC deletes 26 uhf construction permits

FAILURE TO CONSTRUCT CITED; DEAD UHF'S TOTAL 234

Twenty-six permittees for uhf television stations who had not constructed their proposed physical plants were denied extension of their construction permits by the FCC last week. This means that the grants have been wiped off the commission records and the station permits no longer are outstanding.

With last week's action, by a 4 to 2 vote, the FCC closed its books in rather spectacular fashion on the "get tough" policy instituted last February against the idle uhf permittees. At that time, the agency ordered 54 grantees to explain why they had not started construction of the proposed stations (BROADCASTING, Feb. 22).

As a result, 21 construction permits were cancelled early last spring (BROADCASTING, May 2) and those stations which were deleted last week were among 28 which pleaded their cases for extension in an oral argument before the FCC en banc two months ago (BROADCASTING, Sept. 26). They had argued that failure to build was due to reasons beyond their control, citing the commission's indecision on allocations and resultant confusion over deintermixture as the principal reasons.

In addition to the stations deleted, the FCC granted to WELI-TV New Haven, Conn. (ch. 59), an extension of time to complete construction. A commission majority said that WELI-TV has shown an intention to go on the air and has expended over $70,000 toward that objective. Commissioners Robert T. Bartley and John S. Cross dissented, with the former stating he could see no distinction between the New Haven station and those deleted.

Because of pending rulemaking to add additional vhf channels in Grand Rapids, Mich., and Birmingham, Ala., the commission deferred action on extension applications by ch. 23 WMCN (TV) Grand Rapids and ch. 42 WBMG (TV) Birmingham.

Sans Permits ▪ The following permittees were denied extensions of completion dates or replacements for expired permits and had their call letters deleted: Thames Broadcasting Corp., ch. 26 WNLC-TV New London, Conn.; Star Broadcasting Co., ch. 15 WCBF-TV Rochester, N. Y.; Ajax Enterprises, ch. 23 WPHD (TV) Philadelphia; David E. Mackey, ch. 52 WOCN (TV) Atlantic City; Hazleton Tv Corp., ch. 63 WAZL-TV Hazleton, Pa.; Robert W. Rounsaville, ch. 54 WCIN-TV Cincinnati; WHFC Inc., ch. 26 WEHS-TV Chicago, Ill.; Air-Pix Corp., ch. 48 WTVX (TV) Gastonia, N. C.

Business Management Inc., ch. 30 WFOX-TV Milwaukee; J. D. Wrather Jr., ch. 44 WJDW (TV) Boston; WKAP Inc., ch. 39 WQCY (TV) Allentown, Pa.; Cornell U., ch. 20 WHCU-TV Ithaca, N. Y.; Woodward Broadcasting Co., ch. 50 WBID-TV Detroit and ch. 79 WTOH-TV Toledo; Tri-Cities Telecasting Inc., ch. 29 WTLC (TV) Canton, Ohio; Ajax Enterprises, ch. 38 WXEL (TV) Boston; Philadelphia Broadcasting Inc., ch. 29 WSES (TV) Philadelphia; Stevens-Wismer Broadcasting Co., ch. 34 WHLS-TV Port Huron, Mich.; Peoples Broadcasting Co., ch. 21 WLAN-TV Lancaster, Pa.; WGAL Inc., ch. 36 WRAK-TV Williamsport, Pa.; Malco Theatres Inc., ch. 48 WAMT (TV) Memphis, ch. 54 WTMV (TV) Utica, N. Y., and ch. 19 KMPT-TV Oklahoma City; Sherrill C. Corwin, ch. 34 KMYR (TV) Los Angeles and ch. 27 KFMX-TV San Diego; O'Neill Broadcasting Co., ch. 14 KTRB-TV Modesto, Calif.

Commissioners Rosel H. Hyde and Robert E. Lee both issued strong dissents to the deletions on the ground FCC still is undecided what it plans to do with uhf. They generally agreed that the commission should devise overall allocations policy before proceeding to remove the 26 grants in question from the records.

With last week's action, there now have been 234 uhf permits deleted for one reason or another since that portion of the frequency was opened to tv in 1952.

Tv cited in report by National Goals group

Television has been given two challenges as one of the means of communicating traditional goals to the public. The challenges are contained in the report of the President's Commission on National Goals, issued today.

The video medium has improved in its mission of informing the public, Clinton Rossiter, Cornell U. educator and writer, said in a chapter on "The Democratic Process." But, it can do better, he added.

"Improvement of the democratic process requires a constantly better informed public," he wrote. "Television, although it has improved, can do better still in communicating serious ideas."

Newspapers, according to Mr. Rossiter, have an even longer way to go. "In far too many communities," he said, "newspapers are inadequate in their coverage of significant public affairs . . ."

The second mention of television occurred in the chapter on "American

Culture," written by August Heckscher of the 20th Century Fund. Referring to the need to raise critical standards and widen the area and depth of public appreciation in the arts and sciences, Mr. Heckscher said:

"Thus far, television has failed to use its facilities adequately for educational and cultural purposes, and reform in its performance is urgent."

The Commission on National Goals was established by President Eisenhower last February. It was headed by Henry M. Wriston, president of Brown U., with Frank Pace Jr., chairman of the General Dynamics Corp., as vice chairman. Among the "national goals": safeguarding the rights of individuals, equality, economic growth.

TV'S 'GREAT DEBATES'

Make them permanent, says Sarnoff in monthly letter

A proposal that the "Great Debates" between presidential candidates on tv become a "permanent institution" was offered last week by Robert Sarnoff, NBC board chairman, in his monthly letter to radio-tv editors throughout the country.

Mr. Sarnoff indicated that some politicians might oppose this suggestion, and added:

"The public's right to this knowledge (about both candidates) must take precedence over any party's jockeying for political advantage, or the reluctance of one candidate to give his opponent the benefits of such a forum."

Mr. Sarnoff devoted his letter entirely to the "Great Debate" theme and praised the project warmly. He touched upon criticism made about the debates and replied in this fashion:

"It has been objected that the exchanges were not on a lofty intellectual plane, that the candidates resorted to sloganeering and emotional appeals. To the extent that this was true, I believe it was far less true of the televised encounters than of other forms of campaign expression.

"It has been objected that the broadcasts left it mainly to newsmen rather than to the candidates themselves to determine the issues for discussion. Yet, a study of the debates will show they covered every issue that the candidates raised in their own barnstorming all over the country; the only exception was the religious issue, on which both had made their positions clear repeatedly before the debates began."

Mr. Sarnoff observed too that some critics claimed that the broadcasts provided "a test of personality and physical appearance, of quick memory, articulateness and debater's skill, instead of such far more important presidential attributes as wisdom, judiciousness and patience." Mr. Sarnoff coun-

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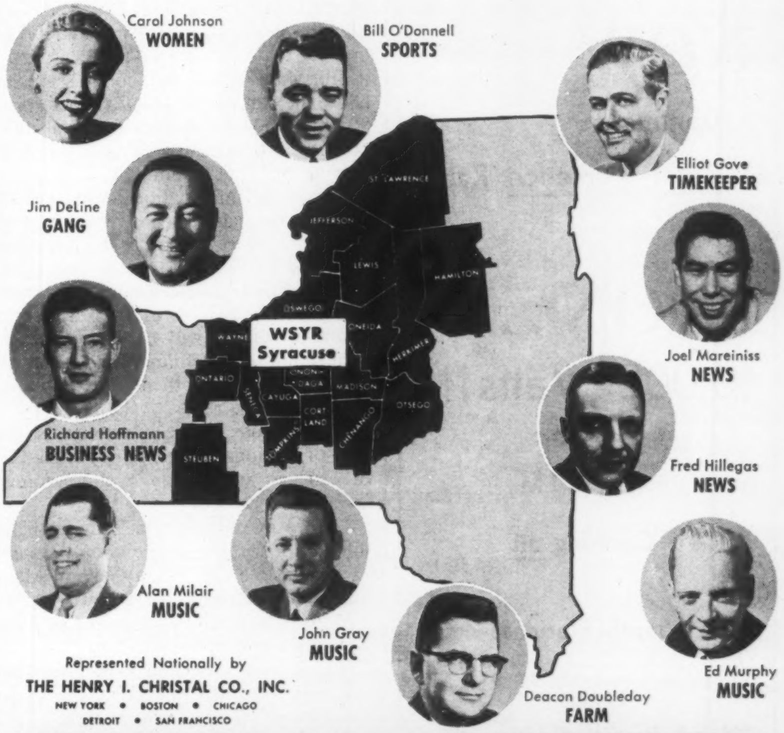

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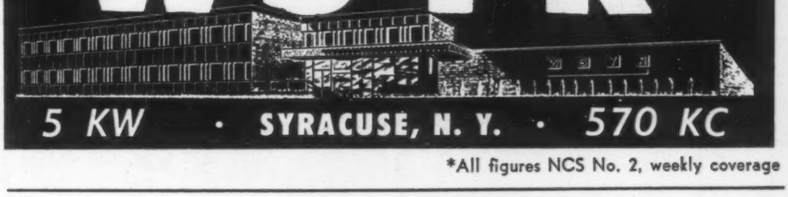

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tered by saying that voters always have had to base their judgments not only on candidate's record and what it suggests of his qualifications, but on what he says and how he says it.

"Of all the public appearances through which a candidate seeks votes," Mr. Sarnoff asserted, "none offers the opportunity for as much insight into the man, his mind and his character as the appearance before the sharp eye of the television camera under the pressure of face-to-face exchanges with his opponent."

FCC SAYS 'NO' TO GILA

But the company's Arizona stations 'go dark' anyhow

The Gila Broadcasting Co. stations in Arizona are off the air (BROADCASTING, Nov. 7) despite an FCC telegram denying the company's request to "go dark." The stations involved are KZOW and KWJB-FM Globe, KCKY Coolidge, KCLF Clifton, KGLU Safford and KVMC Winslow. KZOW and KGLU first started operating in 1938.

Gila had asked the commission to allow the stations to go off the air for a 90-day period because of financial difficulties. The commission told the firm that it had not submitted a financial statement or information to support its claim of financial distress. "Absence of other broadcast service," the commission told the firm, "raises serious question whether cessation would serve public interest." Failure of the stations to maintain service will be considered in connection with pending and future applications filed by them, the commission stated.

Applications for license renewals and sale of stations to the Earl Perrin Co. of Chicago are already in the commission hearing process.

"We will substantiate our financial difficulties for the commission's benefit as soon as we can," Gila General Manager Bryon Powell told BROADCASTING. "We have waited 11 months for an FCC decision on our applications. We are losing money each and every day that we wait. We had no choice but to go off the air."

Employes Drifting ▪ Mr. Powell noted that the insecurity involving the stations' financial operations had led many employes to quit their jobs prior to Gila's request to go off the air. "Even if we could afford it, it's doubtful that we could go back on the air right away," Mr. Powell said, "We have no staff. They have been drifting away for some time and there is no one left."

Under commission rules, a station may go off the air for a 10-day period during an emergency without prior notification. After that time, the station is off the air "illegally" and may be subject to revocation proceedings.

Gila asked the FCC for permission to go off the air on Oct. 25. The station actually ceased operation at the close of the broadcast day Oct. 29. The FCC wired its refusal of Gila's request on Nov. 8.

Since Gila's license renewal applications are already in hearing status, it is not known just what action the commission will take concerning revocation.

Some Dissent ▪ In its wire to Gila, the FCC noted there are no other broadcast services in some communities served by Gila stations. KCKY Coolidge, KCLF Clifton, KGLU Safford and KVMC Winslow are the only stations in those communities.

Commissioners Rosel H. Hyde and Charles H. King, while issuing no statements, dissented in the FCC's action. They both maintained that all of the communities involved were able to obtain broadcast service from other area stations.

The stations' requests to "go dark" stemmed from a loss of $36,992 in fiscal 1959 and a loss of $20,600 this year. The firm's applications for license renewals have been set for FCC hearing since June 23. These applications were set for hearing by the commission to determine if they contained technical "misrepresentations" and if the firm had actually relinquished control of the chain to a buyer without reporting that fact to the FCC. The company filed for transfer of control of the stations to the Earl Perrin Co., a Chicago advertising firm, in December 1959.

Mr. Powell said last week, "We have been serving the public interest in Arizona for 22 years. We want to continue to serve it in one capacity or another. We cannot keep these stations operating at a loss. We do not want to be punished financially any longer. We sincerely hope that the commission will review the case."

Tv repeaters get fast action from the FCC

While many applicants and licensees complain about the delay in FCC processing, no such complaints have been voiced by the operators of vhf repeater stations.

Last July, the President signed legislation authorizing vhf boosters, translators or repeaters, whichever term is used. The commission immediately set up machinery to recognize repeater stations that had been operating "illegally." To date, 927 applications for special temporary authorization have been accepted with 839 granted by the FCC's Broadcast Bureau. Another 40 applications have been tendered for filing but problems are involved with them, an FCC spokesman stated.

After the vhf repeaters were authorized by Congress, the commission immediately set up "corner-cutting" procedures to facilitate licensing procedures. Five staffers have been working on the project full time under the direction of Allen Cordon, who reports to Martin Levy, chief of the Tv Applications Branch of the Broadcast Bureau. Several hundred more applications for the STA's, which are valid until Oct. 31, 1961, are expected by the FCC. Just exactly how many of the "grandfather" boosters were operating outside the good graces of the commission is not known, however.

One problem facing the commission is getting word to the repeater stations in remote areas to file their applications.

Mr. Cordon said his branch still gets occasional letters from vhf booster operators saying they have heard "rumors" that their operations now can be officially sanctioned. Requests for the STA permits must be filed by Dec. 30. Also, Mr. Cordon stressed, applications for regular licenses must be filed by the booster stations on FCC Form 346.

Current deadline for filing of these applications is Feb. 1 but this probably will be extended because there still is no type-approved equipment for the booster operators.

Networks seek to save option time

The ironic sight of the three television networks defending the FCC's order lopping 30 minutes from option time loomed last week following the appeal by KTTV (TV) Los Angeles against the commission's order (BROADCASTING, Nov. 21).

KTTV asked the court to set aside the FCC's September order which reduced the current practice of optioning three-hours per daily broadcast segment to two-and-a-half-hours (BROADCASTING, Sept. 19). The order is effective Jan. 1, 1961, and was promulgated on a close, 4-3 vote.

Filing petitions to intervene — as parties most affected by the order and as participants in the proceeding before the FCC—were ABC, CBS and NBC. Also joining in these petitions on an individual basis were the ABC and NBC affiliates groups. It is presumed the CBS affiliates committee will seek to intervene.

The gist of the KTTV appeal is that the FCC has no right to determine that option time is "reasonably necessary" for network tv operations. It urged the court to order the FCC to submit the question of option time legality to the Dept. of Justice. The Dept. of Justice at one time said the option time practice was a "per se" violation of the antitrust laws. Later the antitrust chief of the Justice Dept. said it appeared to violate the Sherman Act.

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Recording Service,
42 Lombard St.,
Toronto 1, Ont.

NLRB rules d. j. work is easy—technically

The technical tasks performed by disc jockeys require little technical know-how and can be learned in a short time, a three-member panel of the National Labor Relations Board ruled last week in ordering that disc jockeys at four Portland, Ore., radio stations vote for either of two unions or neither as their separate bargaining agent.

The board thus upheld a petition by American Federation of Tv & Radio Artists for inclusion of the disc jockeys with straight announcers for labor bargaining purposes. The four stations—KPOJ, KGW, KOIN, KXL—had asked that announcers, disc jockeys and engineers be included in the same bargaining unit, while the International Brotherhood of Electrical Workers had requested the disc jockeys be included with engineers.

NLRB ruled that a three-year contract between the stations and IBEW, effective July 1, 1958, may not serve to bar AFTRA's petition any longer than the first two years. The disc jockeys are included in this contract.

The board rejected the position of IBEW and the four stations that a fifth station, KWJJ Portland, should be included in the four-station, multi-employer bargaining group.

NLRB ruled that operating turn tables and tape recorders, cueing records, attending potentiometers and making log entries of meter readings are easily learned and require no formal technical education. Disc jockeys also differ from engineers in hours, promotional structure and supervision and their interests in general are more akin to those of announcers, NLRB found.

The FCC last week...

- Granted a protest by WIBW-TV Topeka, Kan., and stayed a Sept. 16 grant of microwave stations to provide signals of three Kansas City stations (KCMO-TV, WDAF-TV and KMBC-TV) for catv systems in Manhattan, Junction City and Salina, all Kansas. A hearing will be scheduled on grant for microwave to Mid-Kansas Inc. but petition for reconsideration filed by WIBW-TV was denied.
- Denied a petition by losing applicant Veterans Broadcasting Co. for reconsideration of a July 13 grant of ch. 10 Vail Mills, N. Y., to Capital Cities Tv Corp. (WTEN [TV]). WTEN had been operating with special temporary authority since 1957.
- Granted a petition of WHYY Inc., one of five applicants in comparative hearing for ch. 12 Wilmington, Del., and enlarged issues in proceeding to include programming service proposed by each of the applicants. WHYY is seeking the channel for educational purposes while other applicants, Rollins Broadcasting Inc., Wilmington Tv Co., Metropolitan Broadcasting Corp., and National Telefilm Assoc. Inc., all seek commercial operation. Commissioners Robert T. Bartley and John S. Cross dissented. Commissioners Robert E. Lee and Charles King did not participate.
- Asked for comments by Dec. 26 on rulemaking to eliminate 1955 requirement that tv stations employ type-approved frequency monitors while on the air. Although the rule was adopted over five years ago, date for compliance has been continually postponed, the latest coming two weeks ago (BROADCASTING, Nov. 21). The commission said it believes that improved transmitting equipment no longer makes frequency monitors necessary and that stations can use simpler means to check their operating frequencies.
- Was asked by the National Council of Churches of Christ to issue a declaratory ruling that radio and tv spots and programs of the council would be exempt from sponsorship identification requirements of Sec. 317. In the alternative, the council asked for waiver of the rule before Dec. 1 as it plans to film and tape general assembly sessions for radio and tv.

PLAYBACK®

QUOTES WORTH REPEATING

Editorials on the air

Robert Lewis Shayon, writing in the "Audio/Video" column of the Nov. 12 issue of Saturday Review, *briefly scans the problems of broadcasters and editorials on the air. Citing WTOP-AM-FM-TV Washington as the station which he personally feels does the best editorializing, Mr. Shayon notes WTOP has a fulltime editorial writer, Jack Jurey, and that editorial policy is directed closely by a board of station executives and stockholders. Mr. Shayon concludes:*

. . . One reward for WTOP's courage and responsible effort is prestige in the Capital. Congressman, ambassadors and government officials have become aware of the station; doors are open to it; it has been repeatedly mentioned in the *Congressional Record.* On the very doorstep of the FCC, WTOP has shown how broadcasters can usefully editorialize. The station's example should encourage others.

Editorializing in the WTOP fashion is costly: it requires a new kind of broadcaster, the full-time editorialist. It demands participation by station executives who must become professionals, akin to newspaper editors and publishers, not just announcers or time salesmen. More broadcasters will have to get into the editorial act in the future, if only for marginal differentiation. If enough stations editorialize responsibly, viewers and listeners may begin to discern the image of portentous boxes of sound and vision which are more than entertainment machines.

Demand for consistency

Marion Harper Jr., president and chairman of the board of McCann-Erickson Inc., New York, examined some of advertising's "neuroses" before the Adcraft Club of Detroit earlier this month. One of these illnesses, "hit or miss advertising," operates in all media and there is a need for consistent high performance, he said. Concerning television, Mr. Harper related:

We are currently engaged in an extensive study of factors which make tv commercials effective. In a sample of more than 700 commercials, the highest rated was recalled by *four times* as many respondents as the lowest rated.

You can even find major differences in commercials for the same product—with one getting a noting of almost 60 %, and another of less than 30%.

Television programming, as we all know, is heir to all the disparity in ratings you find in advertising. In cost-per-thousand television viewers, the average program in the lowest rated 25% costs the advertiser twice as much as the average program in the top rated 25%. The most expensive program costs more than six times as much as the least expensive. Many of the lower rated programs, of course, may reach an audience otherwise difficult to reach. Nevertheless, these results of observation and impact should demonstrate that what's wanted in television programs, as in print advertising, is a consistent record of high performance. The occasional solo is not good enough.

Radio's exciting future

Radio's future is more exciting than its past, Wilmot (Bill) Losee, general manager of Am Radio Sales Inc., New York, stated at the Nov. 14 meeting of the Cleveland (Ohio) Sales Executives Club. In an address titled "Radio: A Forgotten Dominance," Mr. Losee said in part:

Life begins at 40 and radio as a medium today has as much excitement and potential as it did at birth. This is a feeling shared by broadcasters, educators, advertisers and, judging from all the rating reports, the listening public. And yet there are voices referring to radio in the past tense and nightclub comedians can get a laugh by saying "Whatever happened to radio?"

In this television era it is understandable to confuse radio's health with radio's image. The fact is radio has never been healthier—from all points of view, new programming ideas, new advertisers, larger schedules from old advertisers, more stations on the air for more hours per day, more radios being bought and more people listening.

Radio's image, however, is another matter. A lady from the PTA can talk very persuasively about the effect of "Mack the Knife" on our children. And there are a lot of articulate ladies and a lot of PTA's to cloud radio's image. But even as they criticize, they support the tremendous reputation of radio as the most powerful communications medium yet invented. For speed, for impact, for saturation, there is nothing like it.

Perhaps I sound as if I am comparing radio to a boy scout, since radio is brave, clean, loyal, helpful and trustworthy. It is certainly as reflective of the American way of life as the boy scouts are. And of course, it is big business. When a man plunks down $11 million for a radio station, as someone did last month for WINS [New York], you know there is faith aplenty in radio's future.

I dare not trumpet the virtues of radio without a word of warning. An advertiser needs a radio specialist in his own office or in his agency. You can't borrow the copy from your newspaper ad or the voice track from your television commercial and expect it to do a job on radio.

Communications is a dynamic art. The broadcaster and the advertiser play vital roles in it. We need every weapon at our command because the art of listening also must be trained and developed and everyone is not a good listener in the sense of ability for detail. . . . We ask for the chance to serve you because we know that we can help them listen to what you as an advertiser would like them to hear.

Serious, dedicated citizens

Lionel F. Baxter, vice president and director of radio operations for Storer Broadcasting Co., assured the 30th annual convention of the National Council of Catholic Women in Las Vegas Nov. 2 that the average broadcaster is a serious, dedicated citizen, vitally interested in his community and his nation:

State-controlled broadcasting operates under the philosophy which says in effect to the listener and viewer: "This is not necessarily what you want; it is what we believe you should have."

Under the American system broadcasters annually spend millions of dollars on audience research, seeking to establish what our listeners and viewers like. We are above all things realists. We do not sit in ivory towers—as do a great many of our contemporaries in the medium of the printed word—and wring our hands in despair, viewing with horror the scientific fact that the most popular television program in the country is a western adventure show and the most popular radio stations are those which primarily present the 50 to 100 best-selling records of the day.

On the other hand, this information does not lead us to the conclusion that all television programs should be westerns or all radio programs should be popular records. The program schedules of the 12 Storer radio and television stations offer service and entertainment to a great variety of tastes and interests. We believe that the tastes of a whole people cannot be dictated by ourselves, the government, or anyone else.

AMF ANNOUNCES CREATION OF

$1,000 AWARDS FOR BROADCASTING IN THE

FIELD OF PHYSICAL RECREATION!

Established by AMF, in cooperation with the National Recreation Association, "The AMF Awards for Outstanding Reporting in the Field of Physical Recreation" will honor journalists and broadcasters who help create better public understanding of programs in physical recreation, and who help focus attention on individuals or groups active in this area.

These new, $1,000 awards highlight the importance of physical recreation to the strength and well-being of the United States and the world. The first presentation of these annual awards will be made in June, 1961 – National Recreation Month.

HERE'S HOW TO ENTER YOUR WORK OR A COLLEAGUE'S: To get your nominator's card and personal entry blank, with details, write to AMF today. All entries for work published or broadcast in 1960 must be received by January 15, 1961.

AMF Awards AMF American Machine & Foundry Company
261 Madison Avenue, New York 16, N.Y.

Life will have to go on without Ma Perkins

The soap operas are no more.

Last Friday (Nov. 25) the surviving four of a legion that went back to the early days of network radio made their last stands on CBS Radio. Beginning today (Nov. 28) the network embarks on a schedule of 10-minute news programs on the hour, 5-minute informational programs on the half-hour, plus a cluster of entertainment shows such as Arthur Godfrey and Garry Moore.

Happy endings were the order of the day as the four serials—*Ma Perkins, Right to Happiness, Young Dr. Malone* and *The Second Mrs. Burton*—wound things up. (Three other daytime strips—*Whispering Streets, Best Seller* and *The Couple Next Door*—also died last Friday but none of these was in the classical soap formula.)

Oldest of the shows that went off Friday was *Ma Perkins,* which presented its 7,065th broadcast. Virginia Payne, who played Ma, has handled the role since its start on Dec. 4, 1933. In the concluding episode, listeners heard that Charlie Lindstron had accepted a job in the East and that he and Mary would take leave of Ma Perkins and Rushville Center. As the family gathered for Thanksgiving at Ma's house, she foresaw happiness ahead, primarily because Anushka and Ma's grandson, Junior, were to be married next month. Ma's last line: "I give thanks that I have been given this gift of life, this gift of time, to play my little part in it."

The Right to Happiness ended script No. 5,430 and a story line that found Dick Braden paroled from prison, his parents reconciled and the Braden family united again. Grace has assured Skip that he is the only boy in her life, and Lee's court case has come to a satisfactory close, even though the missing witness had not been found. Carolyn and Lee faced the future with assurance, the events of the past few weeks having brought them closer together than ever. Carolyn's last line: "Happiness depends upon our relationship with those we love. I like that. The best of all."

Young Dr. Malone, leaving the air after 5,075 broadcasts, ended with this story line: During a hospital board meeting, Judge Allen attempts to force Dr. Ted Mason to resign as director of the clinic, a post formerly held by Dr. Jerry Malone. The latter refuses to accept the board's offer to reinstate him. Ted's first reaction is that of relief. But, after Molly West makes him see the truth about his untenable position, he calls on Jerry, asking him to go back to his old job. When Mason tells him that he is leaving immediately for a destination somewhere out West where he can think out his many problems, Jerry agrees to return as head of the clinic. Meanwhile, plans for the wedding between Scotty and Jill proceed, despite the open antagonism of his possessive mother. In a last effort to effect a reconciliation, Dr. Malone calls upon Mrs. Scott and makes her realize that her son's love must be shared. Finally, she tells her son and future daughter-in-law that she will attend the wedding after all. Dr. Malone's last line, in answer to a question, gives his antidote for trouble: "Love [pause, quizzically]. Is there any other one?"

Ma Perkins
Her last cup of tea

The Second Mrs. Burton, a relative newcomer with only 3,823 episodes under its belt, ended on this note: Terry Burton realizes that Mother has gotten herself into a trap by agreeing to take her young artist-protege, Fenno, to Paris. Arranging to send Fenno abroad with a young friend in her place, Terry gets Mother out of that predicament, much to the relief of the rest of the family. As for Mother Burton, she now concentrates all her energies into preparing for an ambitious Christmas bazaar. Thanksgiving Day dinner at her house is highlighted by the return of Lew and Marcia from their Caribbean vacation. Terry Burton's last line: "Oh, life is pretty nice, isn't it?"

Music: Up and out.

Film sales...

Q.T. Hush, Private Eye (M & A Alexander Productions Inc.): Sold to XETV (TV) Tijuana-San Diego; KSWO-TV Lawton, Okla.; WABC-TV New York; KSD-TV St. Louis; KSTP-TV Minneapolis-St. Paul; and WIIC (TV) Pittsburgh.

Jingle Bells (Medallion TV): Sold to KPIX (TV) San Francisco; WKRC-TV Cincinnati; KSHO-TV Las Vegas; KID-TV Idaho Falls, Idaho; KSL-TV Salt Lake City; KPRC-TV Houston; WWL-TV New Orleans; WHBQ-TV Memphis; KLIX-TV Twin Falls, Idaho; KUAM-TV Agana, Guam; KXLY-TV Spokane, Wash.; WHCT (TV) Hartford, Conn.; KLYD-TV Bakersfield, Calif.; KOOL-TV Phoenix, Ariz.; XETV (TV) Tijuana-San Diego, and Prescott & Pilz Agency, Denver, Colo.

Bold Journey (Banner Films): Sold to WTTG (TV) Washington, D. C.; WNBQ (TV) Chicago; KTVR (TV) Denver; WJAC-TV Johnstown; WHIO-TV Dayton, Ohio, and KHQ-TV Spokane; resales to WWJ-TV Detroit and WNEM-TV Bay City.

I Search For Adventure (Banner Films): Sold to WDEF-TV Chattanooga; KTVU (TV) San Francisco; WTTV (TV) Indianapolis, and KFSD-TV San Diego.

Danger Is My Business (CNP): Sold to KTVR (TV) Denver; WCHS-TV Charleston, W. Va.; WJAC-TV Johnstown, Pa.; WCYB-TV Bristol, Va.; WGN-TV Chicago; WROC-TV Rochester; KSD-TV St. Louis; WCSH-TV Portland, Me.; WCIA (TV) Champaign, Ill.; WRGB-TV Schenectady, and WAIM-TV Anderson, S. C.

61 for '61 Post-'48 Package (NTA): Sold to WBBM-TV Chicago, and KNXT (TV) Los Angeles.

NOV. 8 POSTMORTEM

Network computers performance assayed

Savants of the computer industry have snapped back at critics of their election night projections.

Spokesmen for IBM (on CBS), RCA 501 (on NBC) and Remington Rand's Univac (on ABC) swapped success and problem stories within the ranks of their own organization, the Assn. for Computing Machinery. The scene was a Nov. 17 meeting of the ACM Washington chapter.

They explained why two sets of computers pointed to a Nixon victory as first scattered returns came in and then switched to Kennedy where they stayed.

NBC waited until it had 1% of the vote and then at 8:25 p.m. came out with a Kennedy forecast. CBS switched between 8:09 and 8:16 from Nixon to Kennedy, according to an ACM log of network projections.

Dr. Eugene E. Lindstrom, who directed computing for the IBM-CBS team, took a dim view of the network's insistence on rounded percentage figures. He said this explained why CBS came out with 50-50 or 51-49 projections, insisting that fractional points were highly important. "Television is panic squared," he observed. CBS took odds for each state, combining them into national projections. The voting curves were placed over 1956 curves.

Dr. Lindstrom described the elaborate precinct analysis system set up in advance with the aid of state universities. "The criticism by the mathematically illiterate is hard to understand," he said. As to network use of the data, he said graphic presentation could be improved.

Dr. Jack Moshman, of CEIR Inc., whose firm was part of the RCA-NBC team, outlined the sociological factors used to devise mathematical equations with high predictive powers. Hundreds of indicators were studied, he said, including urbanization, population increase, religion and educational level in carefully selected key precincts.

The influence of absentee ballots was not taken into consideration, he said. "With an elaborate NBC-RCA communications system, the entire machine operation after punching of tape took only 40 seconds," he said. "A few seconds made a big difference in the odds."

Steve Wright, of Applied Data Research, Princeton, N. J., said ABC's Univac was limited to AP and UPI data. "The lack of information affected us adversely,' he said. He explained the 7:04 p.m. projection giving odds of 10 to 1 for Nixon by saying that early returns came from Tennessee,

SAN DIEGO 22nd CALIFORNIA

DRUGSTORE SALES

in San Diego County totaled $46,034,000* last year, giving San Diego 22nd place among the nation's 200 leading counties in this category.
For buying guidance, San Diegans look first to their two metropolitan dailies:

The San Diego Union
EVENING TRIBUNE

*COPYRIGHT 1960 SALES MANAGEMENT "SURVEY OF BUYING POWER"

"THE RING OF TRUTH" Copley Newspapers

15 HOMETOWN DAILY NEWSPAPERS COVERING SAN DIEGO, CALIFORNIA — GREATER LOS ANGELES — SPRINGFIELD, ILLINOIS — AND NORTHERN ILLINOIS. SERVED BY THE COPLEY WASHINGTON BUREAU AND THE COPLEY NEWS SERVICE.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.
(NELSON ROBERTS & ASSOCIATES)

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—
☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name title/position*

company name

address

city zone state

Send to home address ——

* Occupation Required

Kansas and Kentucky where the Nixon vote was heavy.

"We made new predictions every 20 minutes after the first projection," he said, "but the second and third were never put on the air." The ACM log showed no broadcast projection in Washington between 7:04 and 8:46 p.m. He recalled the trend toward Kennedy after the first projection, explaining Univac swung to Kennedy at 8:29 p.m.

The probable state vote pattern created another problem, Mr. Wright said, citing the early returns from upstate New York that ran well ahead of New York City. "We overestimated the mental age of the tv audience," he said. Another problem, he added, was the confusion arising from a formula calling for three probabilities—Democratic, Republican and undecided. "We were almost 100% right in the House and Senate predictions but they received little attention," he said.

The scientists predicted the next generation of computers should accept data from teletype lines.

New U.N. tv series announced

The U.S. Broadcasters Committee for the United Nations announced Nov. 16 a new public affairs tv series of 13 half-hour programs entitled *International Zone,* starring Alistair Cooke. For the past two years, the committee has been responsible for the *Dateline U.N.* tv program. Programs in the new series will be produced at UN headquarters in New York. Opening in mid-December with "Assignment Children," starring Danny Kaye, programs will be presented every three weeks.

Financial problems rock Hagerstown's etv boat

The bellwether, closed circuit educational tv system—that in Washington County, Md.—is having weaning troubles.

Supported for virtually five years by Ford Foundation grants and donations of equipment by tv manufacturers, the full scale etv operation becomes a ward of its own taxpayers beginning July 1, 1961.

Some taxpayers are already beginning to protest.

The experiment—which covers the entire school system of Washington County, including the cities of Hagerstown, Hancock, Williamsport, Boonesboro and Clear Spring—is being used in dozens of courses in the 18,200-pupil school system. Actually, some 16,700 students are tied into the etv program. The etv operation originates from a control center in the Board of Education Bldg. in Hagerstown and pipes classroom instruction to 640 21-in. tv receivers in more than 550 classrooms. Instruction runs the gamut from elementary arithmetic to advanced mathematics for gifted high school students. It includes virtually all subjects in the high school and junior high school curriculum as well as an evening course for adults.

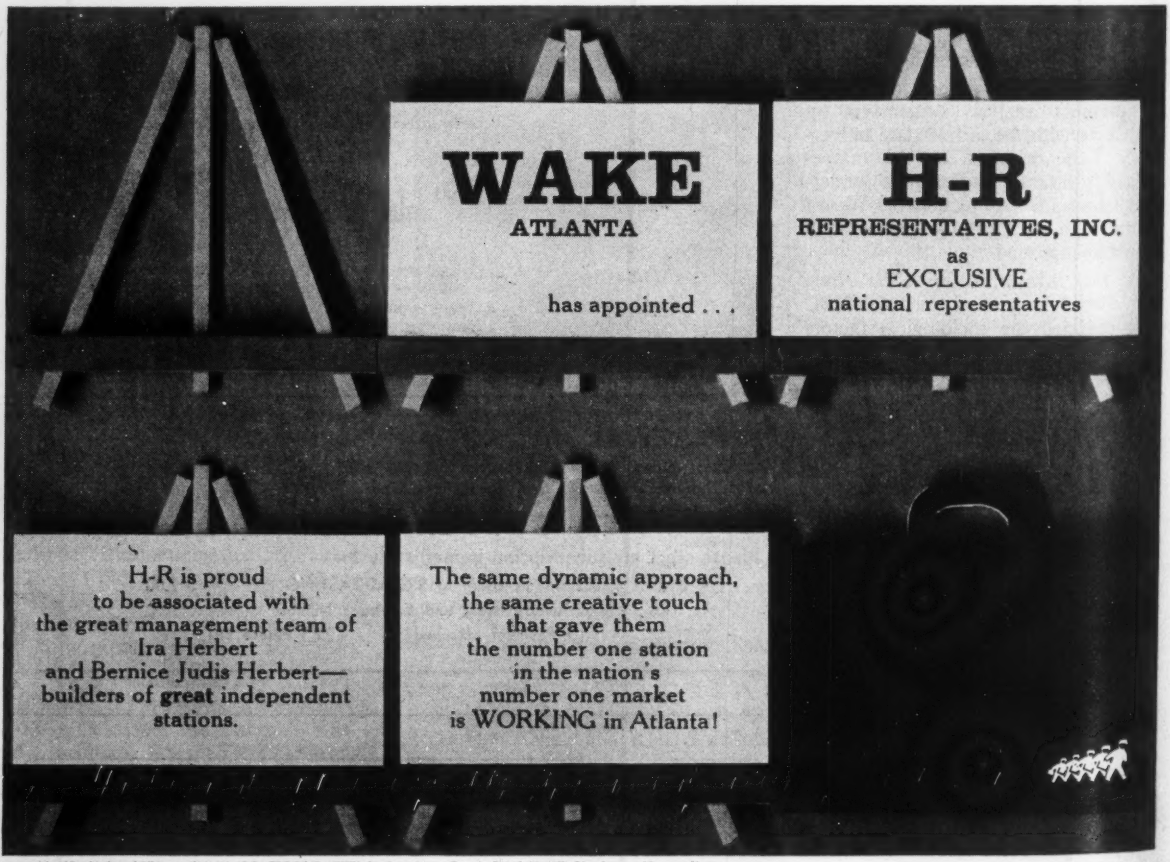
The Ford Foundation, it is estimated, has invested more than $1 million in underwriting the operation of the education by tv system. Equipment donations are valued at $300,000. There are 28 teachers used annually.

In order to continue the program for the six months after June 30, County School Superintendent William M. Brish has included $90,000 in his 1961 budget request of $6.7 million. He estimates that it will cost about $180,000 a year thereafter.

The bulk of this cost is the $115,000 yearly to be paid for telephone coaxial lines to the schools. The Chesapeake & Potomac Telephone Co. donated the lines in the first two years of the program, but has had to institute regular charges in the last two years. These have been covered by the Ford Foundation grants.

Balky Commissioners ▪ The county school board has approved this budget, but some of the county commissioners have reared back.

Commissioner John Easterday charg-



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ATLANTA
has appointed . . .

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REPRESENTATIVES, INC.
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national representatives

H-R is proud
to be associated with
the great management team of
Ira Herbert
and Bernice Judis Herbert—
builders of great independent
stations.

The same dynamic approach,
the same creative touch
that gave them
the number one station
in the nation's
number one market
is WORKING in Atlanta!

ed that the television program is being "rammed" down the throats of Washington County taxpayers by the local newspapers.

"I understand that when some of these teachers are supposed to be planning next year's lessons, they are out pitching horseshoes," the commissioner has said.

If the etv operation is dropped, Superintendent Brish said, nothing will be saved, since the county will have to hire 25 more secondary school teachers at a cost which would equal, if not exceed, the saving. He also stressed the above-average achievement levels scores received by pupils who received their instruction via the tv screen as compared with similar groups who were taught in the conventional manner.

The County Commissioners had scheduled a full-scale poll of parents and teachers, but acceded to a PTA request that the matter be postponed until more facts can be gathered. The commissioners, however, said they planned to poll the teachers on their opinions.

The entire program is scheduled to be evaluated this spring by a team from the Ford Foundation.

Amateur night

Utilizing the amateur radio operators of the Radio Amateur Civil Emergency Service, WSAU-TV Wausau, Wis., was able to provide speedy and accurate local and area election returns. One ham operator stationed himself at each of the 19 county clerk offices. They sent the tabulation results every half hour to a second operator via a two-meter band radio. The second operator, using the 10-meter band, would relay the information to a third group of radio amateurs located on Rib Mountain, site of WSAU-TV's transmitter. By phone the figures were sent to the station's news department. The returns flowed smoothly and quickly, thanks to three months of careful preparation for election night. The RACES members were happy to cooperate because it gave them a good opportunity to test equipment and check their service as a Civil Defense communications system.

New vtr remote unit has its Hollywood debut

International Video Tape Recording & Production Inc., Beverly Hills, Calif., displayed its new $350,000 custom-built video tape liner to advertising agency and tv production people last Tuesday (Nov. 22) at an open house in Hollywood. Equipped with four Marconi image orthicon cameras, two Ampex tv tape recorders equipped with Inter-Sync signal synchronizers, the "liner" can easily convert any stage into a vtr production center, according to William F. Wallace, executive vice president.

Location taping can be done anywhere, with running shots as readily made as fixed location shooting, Mr. Wallace said. An eight-ton air conditioning-heating system and a 50 kw stabilized power generator enable the "liner" to perform in any location at any temperature, regardless of the availability of an outside power source.

Joint stereo venture airs Philly orchestra

In an unusual programming venture, WNCN (FM) New York and WOR-AM-FM New York have banded together to present over the stations a stereophonic concert each week featuring the Philadelphia Orchestra with Eugene Ormandy conducting.

The concerts are taped at the Philadelphia Academy of Music at the actual performances. WNCN (FM) is assigned the left channel and WOR-AM-FM the right channel when the tapes are broadcast on Sunday, 2:05-4 p.m. The broadcasts began on Nov. 6 and will continue for a 13-week cycle.

The stations are working jointly too on obtaining a sponsor. The total cost for each program is estimated at $1,500 for broadcast on both stations. The stations are suggesting commercials in stereo. Plans are being formulated to extend the series after the completion of the first 13-week cycle, but this move will be contingent upon sponsorship interest.

KMPC, KNXT (TV) news called 'most outstanding'

Managements of KMPC and KNXT (TV) Los Angeles were given special awards Nov. 18 for "support of the most outstanding news operation" in radio and tv, respectively, by the Radio and Television News Club of Southern California. KMPC also got a top award for its coverage of the Los Angeles visit of Nikita Khrushchev and an honorable mention in the radio documentary category for *Story Without Ending*.

Other radio honors went to Orval Anderson, ABC, for the best newscasting; Tom Harmon, KNX Los Angeles, for the best sports reporting; William Winter, ABC, for the best commentary; KLAC Los Angeles for its series on Caryl Chessman as the best news reporting by an independent station; KNX for *Blackboard Dilemma* as the

M

Morn·ing

(mōr′nĭng) *n.*

1. the first or early part of the day

2. *e.g.* the new Joe O'Brien Show soon to be heard on **wmca,** 6-10 am.

the straus broadcasting group

wmca

NEW YORK AM Radio Sales

wbny

BUFFALO ■ Jack Masla & Co., Inc.

rpi

RADIO PRESS INTERNATIONAL

Talk that pays: what CBS' KMOX found out

What happens when a radio station revises its format, deletes all music for seven hours and schedules nothing but talk—news, news features, entertainment vignettes, cultural items, listener phone calls to city officials, to local authorities, provocative interviews?

This is what happened at KMOX St. Louis, according to Robert Hyland, KMOX general manager, when the CBS-owned radio station changed over eight months ago to nothing but talk from noon to seven o'clock:

- Ratings up by almost 85%.
- Schedule was sold out commercially.

Not only that, Mr. Hyland told the NAB fall meeting in Washington (BROADCASTING, Nov. 21), but—

". . . it has created more interest and excitement for radio in our city than any program in the past twenty years."

The program is called "At Your Service," and has actually increased the percentage of radio listening in St. Louis. The new radio audience, Mr. Hyland suggested, comes from previous non-listeners, from afternoon tv viewers, from housewives who plan their home activities around the program, from salesmen setting their route so they can tune in the broadcasts, and from office workers who make it a "radio break" as well as a coffee break.

The discussion of the KMOX afternoon format emphasized one point Mr. Hyland made in his speech to the NAB radio session: The radio listener is better educated than is realized. He's far likelier, Mr. Hyland said, "to be a high school graduate than his father, far likelier to be a college graduate than his older brother, and far likelier to be an active, vocal citizen regardless of the number of diplomas. And likewise, Mrs. Radio Listener today is not limited to a world of home and children. She's aware of the problems of her community, her nation and the world. She wants to be informed, to express herself, to take part as an active citizen."

Muscle and Thought ▪ Mr. Hyland urged his listeners to stimulate radio by stimulating ideas. And the cost is not beyond the reach of any station —big market or small market. ". . . you will find often that it requires more effort than money, and more ideas than staff," he stressed.

Radio now represents about 6% of the annual advertising dollar, Mr. Hyland said. There's no reason why this shouldn't be increased to 20% in the coming decade.

He foresaw the rise of "special interest" stations, in the next decade, and a change in radio's position to become more a voice of the community. This includes "getting your hands dirty" in community affairs.

"Progressive radio of the future," Mr. Hyland stated, "will play the same role in its community that newspapers have traditionally played as fighters against corruption and injustice and against the kind of strangle-hold on information that perpetuates corruption and injustice."

KMOX is following this advice right now, Mr. Hyland reported. It is airing an editorial campaign urging that St. Louis city and county grand juries not be impannelled without a full airing of each juror's qualifications, including the broadcast media.

Editorializing does not end with the broadcasting of an opinion, Mr. Hyland warned. "You'll soon discover there is no half-way approach to being involved — really involved in community affairs."

best documentary.

In television, KNXT's *Hellflower*, dealing with the narcotics problem, won the award as the best documentary and Irwin Rosten of KNXT for the best newswriting. KRCA (TV) Los Angeles also won three of the club's "Golden Mike" trophies: *'59 Final* as the best special news program on tv; Jack Latham, of the KRCA news staff, for the best tv newscasting; LeGene Sage Barnes of KRCA for the best tv newsfilm coverage. Award for the best reporting by an independent tv station went to KTTV (TV) Los Angeles.

News directors of San Francisco radio and tv stations served as judges in selecting the winners in the various news categories. The special awards to station managements for overall news excellence were decided by the bureau chiefs of AP, UPI and City News in Los Angeles.

42 post-'48 movies put on the tv market

A package of 42 post-'48 theatrical feature pictures, including 14 Roy Rogers westerns never before offered to television, has been assembled by Hollywood Television Service (a division of Republic Pictures). They will be marketed to stations under the name of "The Saturn Group."

In announcing the package, Earl R. Collins, vice president and general manager of its tv operations, said that approximately 75% of the films were released in 1957, '58 or '59, making them the newest movies ever offered to tv as a group. David Bloom, newly appointed syndicated sales director, is enlarging the sales staff to handle the new Saturn package as well as some 800 other theatrical pictures and tv half-hours which the company is now distributing.

Program notes...

Taxing problems ▪ *The IRS Mailbox*, a series of 13 five-minute programs answering the questions most often asked about federal income taxes, is available in script form to southwestern stations only from the Internal Revenue Service district offices in Dallas, Austin, Little Rock, Albuquerque, New Orleans and Oklahoma City. During the last filing period, more than 150 southwestern radio and tv stations carried the show.

What Florida needs ▪ WCKT (TV) Miami, Fla., has launched a series of hour-long documentaries, scheduled on an irregular monthly basis, on the needs of the south Florida community. The first telecast of the series, on Nov. 20, was entitled "The Yankee Dollar" and dealt with the tourist problems on the Florida Gold Coast. Subject matter for the series was suggested by civic leaders in replies to questionnaires sent out by the station last spring.

Christmas specials ▪ WBZ-TV Boston will televise two special Christmas programs that will stress Anglo-American ties. Film is being prepared of eleven English towns that have New England namesakes, such as Plymouth, Manchester, etc. The programs will show Christmas customs, preparations, and exchanges of greetings between the same-name towns.

Grows and grows ▪ Independent Television Corp., N. Y., which recently acquired Heritage Productions, has applied the assets of that company to form Javelin Productions, according to Arthur (Skip) Steloff, general manager of the new ITC division, and former president of Heritage. Mel Schlank, formerly general sales manager of World-Wide Tv, is Javelin's sales head.

'Sing along' series ▪ *Sing Along With Mitch*, with Mitch Miller as star and host, will return to NBC-TV as a regular colorcast program on alternate Fridays starting Jan. 27, 1961 (9-10 p.m. EST). The series, which will alternate with *Bell Telephone Hour*, was developed from a program with the same title seen last spring on NBC-TV as a *Ford Startime* special. Bill Hobin will produce and direct the series originating in NBC's Brooklyn studios.

'Our Town' series ▪ Filmaster Inc., Hollywood, has acquired tv rights to Thornton Wilder's Pulitzer Prize winning play, "Our Town," which will be produced by Filmaster as a half-hour film series, starting in January. Negotiations for the rights to the play, which has been seen full-length on network tv, were conducted by Robert Stabler, president of Filmaster: Sy Weintraub, president of Banner Productions, previous owner of the rights, and Harold Breacher of the William Morris Agency. Banner Films will participate in the series as a joint venture with Filmaster, but full production responsibility will be with Filmaster, it was announced.

Civil War dramas ▪ NBC-TV has scheduled a full-hour drama series marking the Civil War centennial year. Titled *The Americans*, the filmed weekly program will replace *Riverboat* on Jan. 23, 1961 (7:30-8:30 p.m. EST). Darryl Hickman and Dick Davalos will co-star in the NBC-TV production filmed at MGM studios in Hollywood. Frank Telford was named producer, and author Henry Steele Commager will serve as historical consultant. *Riverboat's* last run on the network will be Jan. 16.

They didn't ask for this ▪ Alphonso Woodall, known as the "Human Kite," was awarded $135,000 for injuries sustained March 25, 1959, while filming his act for the *You Asked For It* tv show by a Los Angeles jury. The suit was brought against Wayne Steffner Productions and four individuals: Cran Chamberlain, producer of the program; Don Henderson, director; Jerome Whello, tow car driver, and Ken Carlson, also in the tow car at the time of the accident. An appeal is expected.

"Hush" toys ▪ National merchandising of a variety of items associated with the children's tv cartoon series *Q.T. Hush, Private Eye* has been announced by M&A Alexander Productions, distributor of the five-minute programs. Paste up and coloring books are being produced by the Saalfield Publishing Co., Akron, Ohio. The Leslie Henry Co. is manufacturing "Q. T. Hush" guns, holsters, rifles and badges, according to the JAC Agency, L.A., which is handling the merchandising. New items will be introduced next spring at the New York Toy Fair.

Consuming half-hour ▪ Consumers Union Film Library is distributing a new 30-minute 16mm film, "Consumers Want to Know," telling the story of the union and its monthly magazine, *Consumer Reports*. Richard de Rochemont produced the film at Consumers

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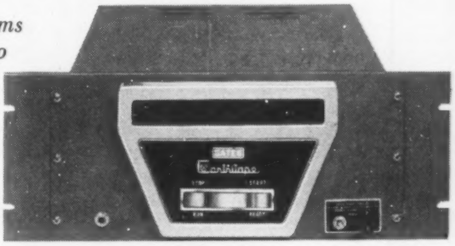

The "twin" of the basic Cartritape system is the Recording Amplifier. This converts Cartritape to a recorder unit without external switching.

For more complex operations you can select either Dual, Trio or Deluxe models in which two, three and four Cartritapes are rack mounted with a recording amplifier, a switcher and if desired a remote unit. Storage cabinet for tape cartridges is optional.

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Keep smiling—you might be on tv

BEHIND THE SCENES STORY ON HOW 'CANDID CAMERA' IS PRODUCED

Since *Candid Camera* joined the CBS-TV Sunday night lineup on Oct. 2, the program has garnered some 500 letters weekly—with a typical letter starting off this way: "You think that lunch counter scene with Martha Raye was funny . . . wait until you hear what happened where I work. . . ."

The flow of viewer suggestions coming into the New York offices of Bob Banner, executive producer of *Candid Camera,* and Allen Funt, creator of the program, provides clues as to what the audience likes to see and offers an endless source of ideas to be followed up by Mr. Funt's busy film crews. *Candid Camera's* well-filled film library has grown at a steady clip through two decades of exposure as movie theatre short subjects, as a radio feature and from previous runs in other tv programs such as the *Steve Allen Show* and *Jack Paar Show* in the past decade. The library keeps growing.

Headed by Mr. Funt, film crews are on location five days a week, often wandering far from home base. Upcoming shows may utilize film from last summer's European trip, a recent shooting session in the Midwest, or from many other widely-separated points. *Candid Camera* has a permanent technical staff of two cameramen, two assistant cameramen, two film editors with assistants, a production manager, a production coordinator and a film coordinator. A three-to-four-minute film segment on the show ordinarily requires two full days of shooting. Editors then cut down the two hours or more of film to a running time of 15 minutes or so, which is run off for Mr. Banner, producer-director Julio Di Benedetto and others on the production staff. Further cutting gets the film down to proper length for one of the three or four filmed portions of the otherwise live show. Each program is video taped for possible future use in syndication or as summer re-runs.

Air of Distinction ▪ The film segments are not shot for any one particular show. Decisions as to which "acts" will be included in one show, Mr. Banner said in a recent interview, may be delayed until right up to the day the show is taped, to be sure of having the strongest possible production for that particular week and night. In telling how the veteran feature is being handled as a prime-time network program hosted by Arthur Godfrey, Mr. Banner said *Candid Camera* was developed as "a distinctive tv comedy program in which the film segments are treated as acts in a variety show." The present format was polished on *The Garry Moore Show* of last season, when *Candid Camera* was a regular weekly feature. Mr. Banner, also executive producer of Mr. Moore's variety show, and Mr. Funt had it in mind from the start of last season to make *Candid Camera* a 1960-61 contender on its own merit.

Viewers sometimes get the idea that Mr. Funt's victim must know he is on-camera because it seems the person is looking directly at it. In most instances, Mr. Funt has learned through the years, little effort is needed to disguise either the camera or the microphone. The reason for this, Mr. Banner explained, is that people are so intent on what they are doing at the time that they fail to recognize, until they are told, that all is not normal. Their preoccupation, 49 times out of 50, stops them from questioning, or even spotting the presence of a microphone attached to an object next to them. It's much the same way, Mr. Banner said, as when movie stars go unrecognized in places not generally associated with them. One other point in this connection, he said, is that few people pass up the opportunity to check on their appearance when a mirror is conveniently placed.

Favorite device ▪ When it is not possible to have the camera in the same room with the subject, it may be necessary to cut a hole in a wall. Arrangements for repairs are made when that

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Union offices and laboratories. Requests are being taken by the library at 267 W. 25th St., New York 1, N. Y.

Recent history ▪ NBC-TV has staked a claim on "The Eisenhower Years" as the subject of a *Project 20* program for next season. Donald B. Hyatt, director of NBC special projects, said it would be a human story, not political analysis, and the show will select a leading figure of the time as narrator. Richard Hanser will write the script and Robert Russell Bennett the music for "The Eisenhower Years."

Turning the spit ▪ Jack Hurdle has been named by the New York Academy of Television Arts & Sciences to produce "The Roast of the Town," lampoon show honoring Ed Sullivan at the ATAS "Close-Up" dinner Jan. 13. Herb Sussan is executive producer, heading an advisory committee staffed by Ted Fetter, ABC-TV vice president and director of programs; Hal Graham, vice president of M-E Productions; Jerry Danzig, NBC-TV vice president, participating programs, and Martin Kummer, vice president, MCA.

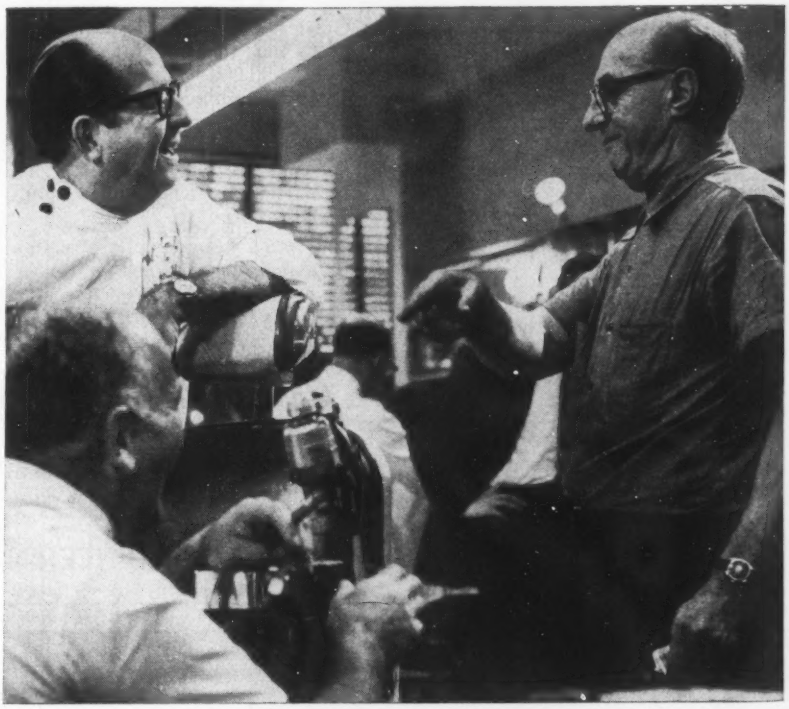
Disaster documented ▪ Boston citizens are still mindful of the catastrophe that took place in November 1942—the Cocanut Grove fire in which 490 persons were killed. Last year WBZ Boston presented an hour-long documentary interviewing people connected with the tragedy, people in the nightclub at the time of the fire who survived, fire department officials, hospital attendants and relatives of victims. The program had sufficient impact that there were numerous requests for a repeat. The program, *Night of Panic,* was repeated as a public service this year.

Chance company expands ▪ The Albert Chance Co. of San Francisco, fine music stations representative, has acquired two new fine music radio stations and opened a New York sales office. The stations are KWME Walnut Creek and KITT San Diego, both California. The new sales office, being headed up by Joel B. Fairfax, is at 8 West 40th St.

Sermons on tape ▪ Taped messages by outstanding Protestant clergymen are now being offered by "The Churchmen's Recorded Library," a cooperative venture of Sermons and Pictures Inc. and the Protestant Radio and Television Center, Atlanta, Ga. The library is said to fill a need felt by ministers looking for reference material in preparing sermons and by church study groups. Nonchurch groups have also expressed an interest in the service, according to the library. A catalog of the library's offerings is available.

World-wide correspondent ▪ Point of Origin Inc., Washington, is offering local radio and tv stations full-time roving-news-correspondent service for less than a cub reporter's salary. According to Jeff St. John, president and director, Point of Origin's roving correspondent will provide on-the-spot news reports, side bars and interviews with news makers from all parts of the globe, at rates starting at $22.50 weekly. The service becomes available Jan. 3.

Hearty congratulations ▪ The Heart Assn. of Maryland has awarded its 1960 Communications Award to WBAL-TV Baltimore, citing the station for "its outstanding contribution to public understanding of the nature of heart disease." The prizewinning program was a 65-



"Candid Camera" guest Phil Silvers played the part of a barber in this scene from the Oct. 30 program. The innocent man on the right points disbelievingly to Allen Funt as he starts to realize that this laugh is on him.

happens, but most often the camera is hidden behind a two way mirror. A common device used is a three-fold screen with a mirror installed in the middle panel. Among the details at most filming sessions is the matter of payment and contract signing. If people involved in a scene are not inconvenienced, they may be thanked for their trouble or they are given a small amount. But if the film is expected to be shown, a minimum fee of $25 is paid and the person must sign a contract giving Bob Banner & Assoc. and Allen Funt Productions full claim.

Without specifying what changes are in the offing, Mr. Banner indicated a few small problems remain to be ironed out, but for the most part "the show has settled down nicely." He's confident it will have a second season on tv. Sponsors this season are Lever Brothers and Bristol-Myers.

Period of doubt ▪ Messrs. Banner and Funt are indebted to Lever Brothers and Dan Seymour, vice president, director of J. Walter Thompson, Lever's agency, for landing the program in the Sunday 10-10:30 p.m. slot on CBS-TV. The time period had been claimed by Bristol-Myers, via Young & Rubicam, for its new *Pete & Gladys* series after Lever gave up title to the slot—preferring instead to buy the 9:30 p.m. Sunday slot for *Jack Benny*. (Near the end of the 1959-60 season, Mr. Banner approached Mr. Seymour with the idea for a *Candid Camera* weekly half-hour. Mr. Seymour became convinced and his client, Lever, approved.) They tried to reclaim the half-hour disposed of a few weeks earlier, only to find it sold to Bristol-Myers. Lever and JWT persisted with the plan to have Mr. Benny as a lead-in to *Camera* until acceptable terms were met. *Pete & Gladys* was shifted to Monday nights (8-8:30) and sold to other advertisers after Lever made several concessions: Lever sold half of *Candid Camera* to Bristol-Myers and agreed to do no dentifrice advertising on the program; and it relinquished all rights to shift the series to another network without the express consent of CBS-TV.

minute documentary called *The Living Heart*, a video-taped presentation of an open-heart operation with heart-lung machine. During the telecast cameras were focused on a surgeon's hands as he performed the delicate task of locating and correcting a heart defect in a 22-year-old patient. The program was uninterrupted for 49 minutes. Station Manager Brent O. Gunts received the engraved award on behalf of the station.

Castro documentary ▪ WPIX (TV) New York announced the completion last week of its fourth hour-long documentary, *Cuba, Castro and Communism* (subtitled "Danger on Our Doorstep"), which is expected to be syndicated for other markets as was done with the station's previous documentaries (*Russian Revolution, Secret Life of Adolf Hitler* and *Berlin Crisis*). WPIX plans to telecast it sometime before the new year, a spokesman said.

President's biography ▪ United Press Movietone, N. Y., has announced a half-hour film, "The Kennedy Story," covering the life of Sen. John F. Kennedy from boyhood to his election victory. W. R. Higginbotham, manager of UPMT, said the film had been planned some time, using footage from the service's library. Sequences show the subject with his father, the ambassador to Great Britain before World War II, Sen. Kennedy tilting with James Hoffa and others in Washington investigations, Kennedy activity at the 1956 Democratic convention, scenes at home and shots of other members of the family.

Religious series ▪ WFIL-AM-TV Philadelphia has announced a new public service project, *One Nation Under God*, which went on the air Thanksgiving day, will continue through Brotherhood Week in February. The campaign will emphasize the religious basis of America's foundation and growth. Representatives of the Protestant, Jewish and Roman Catholic faiths have suggested areas that could be emphasized in the project.

Free prop ▪ The National Housing Center, Washington, D. C., has announced the availability of a $2 million "prop" to tv and radio producers and packagers—free. In a letter to film studios and broadcast producers, the center, headquarters for the National Assn. of Home Builders, describes its five floors of permanent exhibits, some of which have already been used as television backdrops. Anyone interested may contact the National Housing Center, 1625 L St. N.W., Washington 6, D. C.

Seven more ▪ Carlton Fredericks' *Living Should be Fun* radio program, syndicated in 22 markets, has been sold to seven more. They are WTUX Wilmington, Del.; WFMD Frederick, Md.; WLAK Lakeland, Fla.; KGB San Diego; WDEF Chattanooga; WDXR Paducah, Ky.; and KFH Wichita, Kan.

Celebrities visit ▪ Three noted public figures appeared for an hour each during a two-day period recently on the afternoon *At Your Service* program of KMOX St. Louis. On Oct. 31 Jackie Robinson, the first Negro in major league baseball, discussed racial relations. Charles P. Taft, chairman of the Fair Elections Practices Commission, was heard on politics Nov. 1. The same day Mrs. Eleanor Roosevelt was a guest on the talk program to discuss the United Nations and the world situation in relation to the presidential candidates. Each guest was interviewed for the first 15 minutes by host Jack Buck with the remaining 45 minutes devoted to answering questions phoned in by listeners. KMOX reported peak listener response.

Book rights ▪ Screen Gems Inc., and Freddie Fields Assoc., both New York, have acquired the television rights to "Grand Deception" by Alexander Klein. The book, a volume of hoax stories gathered by Mr. Klein, will be developed into a one-hour television series for 1961-62.

Operations fund ▪ Norwood Studios Inc., Washington, D. C., producer of nontheatrical films, has been selected by Greater Washington Industrial Investments Inc., that city, for an investment of $80,000. This will be in 5-year 8% debentures carrying detachable warrants of up to 16% of Norwood's total common stock. Norwood Studios was established in 1951 by Philip Martin, president. It has a permanent staff of 40.

African series ▪ A one-hour adventure series, *Safari,* to be filmed in Kenya, will be produced for 1961-62 season by Screen Gems Inc., according to William Dozier, vice president in charge of west coast activities for the company.

New ABC-TV series ▪ *Directions '61,* a weekly series of 36 religious programs, began Sunday, Nov. 13 (1-1:30 p.m.). Theodore Bikel, George Kicks and John Alcorn will represent the Jewish, Protestant and Catholic faiths, respectively, as hosts of the programs. The show is produced by Wiley Hance.

Around the world ▪ NBC News' worldwide film coverage has been made available to Reuters, independent international news agency, which has become a shareholder in the British Commonwealth International Newsfilm Agency (BCINA). During the past two years, NBC has made available the resources of its tv network to provide the core of the BCINA U.S. report for world distribution. With the entry of Reuters into BCINA's ownership, the world resources of BCINA will be expanded and Reuters will be linked with the rapidly developing realm of visual news reporting, a Reuters announcement said.

EQUIPMENT & ENGINEERING

WSJS-TV's 'do-it yourself' remote unit

When it comes to money-saving do-it-yourself projects, few things can top the ingenuity of WSJS-TV Winston-Salem, N. C., which converted a bus it bought for $750 into a remote unit that the station wouldn't trade now for a $35,000 custom-built job. It was utilized last year in 79 on-the-scene programs for a remote telecast total of 64 hours for public service in addition to a number of other remotes for promotion and commercial programs.

According to WSJS-TV, despite the fact that the bargain bus has more equipment and operating facilities than any custom remote unit, the over-all cost of equipment in the station-built unit is far under the cost of a "store-bought" remote. It's estimated that in its present condition the WSJS-TV bus contains $18,000 worth of equipment, while a custom-built unit with none of the extras installed on the bargain bus, would cost approximately $35,000. With materials they had on hand, WSJS-TV's staff adapted their gasoline-driven bus into their own version of what a remote unit should be. The bus was purchased from a used bus company that was about to ship it abroad.

The not-so-wayward WSJS-TV bus is a complete air-conditioned tv studio on wheels. Live tv programs can be created within the bus, which seats eight passengers besides the driver. It has operating positions for a full crew including a producer and a Telco representative. The bus has its own multiple-tape transformer, allowing the unit to be connected to almost any normally encountered power source, and it has complete communications facilities via an external-opening termination panel which offers multiple audio and Telco connections for business phones, PL lines, PA feed lines, radio loops, etc. It's equipped with two DuMont field camera chains, and another is to be added. Camera accessories include tripods, video control and switching equipment, a complete assortment of lenses, four 14-inch video monitors and audio input and control equipment system. Motor driven reels in the baggage compartment of the bus carry 215 feet of standard camera cable for each camera. There are 450 feet of extra cable for emergencies.

Among the many occasions when the remote unit has been shown off in public was an appearance in the auditorium of a local school during a special career series for students (see picture). The bus served as both a display piece and an actual operating tv studio.

WSJS-TV's satisfaction with the bus is expressed in the comment of Harold Essex, president and general manager of WSJS-TV, who said: "It's not the cost factor, but the fact that there are still men in radio and television who can use their own creative skills and imagination to develop something like this that makes me feel as though we've really accomplished something."

New RCA transistor

RCA Semiconductor & Materials Div., Somerville, N. J., has announced a new type, low-cost, transistor that makes possible for the first time production of all-transistor high fidelity sound equipment on an economically practical basis. Now being sampled in the home-instrument industry, transistor will sell for less than $2 when it's commercially available early next year. The device is described as a developmental "driftfield" power type of transistor which incorporates special processing techniques and can deliver high audio power for monaural and stereo sound equipment when operated either from car battery or house current.

Texans get USIA contract

The United States Information Agency has announced that it has awarded a $12,173,000 contract to Alpha of Texas Inc., Richardson, Tex., and Continental Electronics Manufacturing Co., Dallas, for construction of a new Voice of America radio station near Greenville, N. C. (BROADCASTING, Nov. 7).

Total cost of the project, expected to be completed by the end of 1962, has been estimated by USIA at $25,345,850. The agency says it will be the most powerful long-range broadcasting station in the world.

Technical topics...

Enlarged quarters ▪ Broadcast Electronics Inc., producer of Spotmaster tape cartridge recording and playback units for the broadcasting industry, has moved into new and larger quarters at 8800 Brookeville Road, Silver Spring, Md. (suburb of Washington). The new facilities will provide more than triple the company's original floor space, according to President Ross Beville, who added that further expansion is planned. National sales and distribution of the Spotmaster equipment is handled by Visual Electronics Corp., New York.

For recording engineers ▪ Pickering & Co., Plainview, L. I., N. Y., announces its new 381A Stereo Pickup, intended for recording engineers requiring "highly accurate pickups for calibrating recording channels in order to reproduce accurate records." In describing its separation characteristics, Pickering President Walter O. Stanton says the 381A will track at two grams without any peaks at any frequency.

New Boston office ▪ DECO (Developmental Engineering Corp.), Leesburg, Va., announces opening of a new Boston division to carry out theoretical and experimental studies in communications theory and information processing. Firm is a leader in advanced communications systems and antenna design and development.

New sync ▪ A new system for the automatic and instantaneous synchronization of audio and video tapes has been announced by the Skelton & Luftig division of Skelton Studios, Hollywood. Described by its creators as a major breakthrough in television recording, the system consists of a multiple channel tape recorder which runs in lip synchronization with video tape machines. The new system is being used for the first time in current taping from Disneyland of *Bell Telephone Hour's* upcoming "The Sounds of America," by Red-Eo-Tape units.

Expansion plans ▪ The General Electric electronics plant at Palo Alto, Calif., will be expanded and renovated beginning next month. A new 8,000-square-foot single story addition will be constructed on the present plant at 601 California Ave. The addition will be used by the engineering section for research and development work, releasing another 10,000 square feet of floor space in another part of the plant, which will be used for manufacturing.

A new type of tetrode ▪ General Electric Power Tube Dept. has developed a new high-power microwave tetrode, designed for CW service, which produces 40 watts of useful output at 3,000 mc, with a gain of 7.5 db. The Type Z-5267 planar tetrode is designed primarily for grounded-grid cavity circuits, but can be used as a radio-frequency power amplifier for telemetry and other communications systems. It was developed under the sponsorship of the U. S. Army Signal Corps. A new design feature is a combination of small interelectrode spacings with a thermally stable electrode structure, giving the Z-5267 high operating efficiency of 25 to 30% in the 3,000-mc region. The tube is available in sample quantities at an original equipment manufacturer price of $275.

SSB receiver ▪ Kahn Research Labs, Freeport, N. Y., announces a new fixed tuned Model RSSB-59-1A Single-Sideband Receiver for am broadcast use. Applications include off-the-air relay broadcasts, high quality monitoring in difficult reception areas and Conelrad. Completely transistorized, the unit permits upper or lower sideband reception and operates on 110 volts AC or self-contained automatic emergency DC supply. Price: $2,200.

Mike catalog ▪ Vega Electronics Corp., Cupertino, Calif., has issued a six-page color brochure describing its wireless microphone. The brochure also carries specifications of the complete line of Vega-Mike accessories and illustrates a number of suggested applications. It is available free of charge.

HARVARD? XAVIER?
GEORGIA TECH?

NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 79.1% SHARE OF AUDIENCE

According to March 1960 ARB we average 79.1% share of audience from 9 a.m. to midnight, 7 days a week.

KNOE-TV
Channel 8
Monroe, Louisiana

Photo: Louisiana Tech at Ruston, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Canadian radio next in line for new rules

BBG CONSIDERING LIMITATIONS ON SPOTS, PROMOTIONS

The Board of Broadcast Governors begins its public hearings at Ottawa tomorrow (Nov. 29). Included on the agenda are proposed changes in radio broadcasting regulations. On Nov. 17 Dr. Andrew Stewart, BBG chairman, announced that the board is considering placing limits on radio station promotions, timing of spot announcements, changes in program requirements to give listeners more choice, more Canadian content and separate regulations for fm stations.

Dr. Stewart stated the board feels radio station contests are harmful to the stations and the money could be better spent in improving programs. The BBG is of the opinion that stations are making too many spot announcements, leaving insufficient time for stations to properly perform other functions. Some stations are airing as many as 300 spots a day.

On the matter of program choice, the BBG stated that in multi-station metropolitan areas the variety of radio service seems to fail most conspicuously. It was felt that many stations were making little effort to build up programs of Canadian content and character. On tv, the BBG has ruled that stations must have 45% Canadian program content by April 1, 1961; 55% by April 1, 1962. The BBG felt that there should be greater use of live or syndicated Canadian programs.

Dr. Stewart said that not enough provinces have changed their regulations regarding advertising of beer and liquor. As a result BBG regulations in this regard will not be altered at present. In Ontario and Quebec, beer, wine and liquor advertising are now permitted by provincial authorities, and thus on radio and television.

As far as fm is considered, separate regulations are to be devised to limit advertising and maintain the present quality of programming. Fm is expanding in Canada, with a number of stations now programming separately from their am affiliates. Until a few years ago this was not permitted by the BBG.

At the Nov. 29 meeting only one applicant is expected to be heard for a second Canadian television network. The BBG has announced that Spencer W. Caldwell, Toronto program producer and film and equipment distributor, is the only applicant. Currently only the government-owned Canadian Broadcasting Corp. has a tv network across the country. Second stations in eight Canadian cities now make a second network necessary.

Canadian program content rules which figure importantly in the operations of Canadian television stations may also be inserted in content of Canadian commercials on tv. The Assn. of Motion Picture Producers and Laboratories of Canada at their semi-annual meeting at Montreal late in October reported having discussed the matter with the Board of Broadcast Governors. No decision was reported to have been reached. Canadian tv stations must have 45% Canadian program content by April 1, 1961, 55% the following year.

Commercial tv planned for Ireland

Radio Eireann has announced plans to put Ireland's first television station, a state-owned, commercial operation, on the air in November 1961.

It was also announced that a former NBC international employe, William J. Roth, has been appointed director-general of the government-controlled Radio Eireann in Ireland.

The new tv station will be subsidized at the start by the Irish government with a grant of $3 million. Eventually, it will be supported through advertising revenues and $12 annual license fees to be paid by set owners. Radio Eireann, which has a monopoly on radio broadcasting in Ireland, plans to build five transmitters to provide coverage for 95% of Ireland from its tv station. The first transmitter will be built on Mount Kippure, just outside Dublin.

At the outset, the Irish station will program six minutes of commercials in each hour. All advertisements will be spots with the sponsors having no control over placement or programming. The station will program four hours daily.

It was reported that Mr. Roth received a five-year contract from Radio Eireann at $15,000 annually, plus a $7,500 yearly allowance. Boston-born, Mr. Roth served several years with NBC's overseas operations. He arrived in Dublin last week to assume his Radio Eireann duties.

British company acquires Telemeter pay tv rights

Paramount Pictures has announced that the British rights to the Telemeter pay tv systems developed by its International Telemeter Co. division have been granted to British Telemeter Home Viewing Ltd., a new company representing entertainment, communi-

THE MORE YOU
LOOK
THE MORE YOU
LIKE
ABC-TV

THE MORE YOU
LOOK IN
FRESNO, CALIFORNIA,
THE MORE YOU
LIKE KJEO-TV

AND ESPECIALLY THE MORE
YOU LOOK
AT CENTRAL CALIFORNIA'S
TV RATES AND RATINGS,
THE MORE YOU
LIKE KJEO-TV

channel 47
KJEO
abc for Fresno, California
J. E. O'Neill, President
Joe Drilling, Vice President-Gen. Mgr.
W. O. Edholm, Commercial Mgr.
See your H-R representative

cations and financial interests in Britain.

Louis A. Novins, president of International Telemeter, said that the new British company has an authorized capital of one million pounds (approximately $2.8 million), of which more than 10% is being taken up initially, principally by British interests. He added that the original subscribers include British Lion Films Ltd., an independent film producer-distributor, *The Financial Times*, a financial journal; Granada Group Ltd., motion picture theater operator and program contractor for commercial tv; *The Manchester Guardian and Evening News;* Schlesinger Investments Ltd., film producer, and N. M. Rothschild & Sons, investment banking firm.

A spokesman for the British company said: "It is important to note that British Telemeter Home Viewing Ltd. will be British-controlled, with Paramount having a minority interest. At such time as the government should approve pay television, equipment for Telemeter systems will be manufactured in the United Kingdom."

Canadian agencies report radio-tv rise

Final figures of the Dominion Bureau of Statistics, Ottawa, for 1958 and 1959 show that 122 advertising agencies in those years reported television billings of $48,719,078 and $52,216,081, respectively. Radio billings were $24,953,674 in 1958 and $25,985,467 in 1959.

Television billings accounted for 21.3% of total billings of the agencies in 1959, as against 20.5% in 1958. Radio accounted for 10.6% in 1959 and 10.5% in 1958 of total billings.

Final figures on agency profits showed that 89 had an average net profit in 1959 of $37,887 as against 93 in 1958 with an average of $33,232. Losses were sustained in 1959 by 33 agencies with a net average of $14,206 as against 30 in 1958 with $12,668.

Canadian broadcasters want pay-tv, catv rules

Community antenna tv systems and pay-tv should be regulated and licensed by the Board of Broadcast Governors. This is the contention of the Canadian Assn. of Broadcasters and the Canadian Broadcasting Corp.

The CAB plans to present a brief to this effect before the Broadcasting Committee of the Canadian Parliament soon. It is supported in its stand by the government-owned CBC.

The CAB view, as expressed by its Jim Allard, executive vice-president, Ottawa, is that catv systems and pay-tv serve the same ends as the independent broadcasters and the CBC, namely, put-

Today's BIGGEST ....FM VALUE!

SARKES TARZIAN
FM
ON-OFF-VOL
TUNING

As low as $16.95 in quantity orders

FM broadcasters: high receiver cost—the big drawback to expansion of potential FM audiences—has been licked. NOW you can boost your FM audience with this dynamic . . . DRIFT-FREE . . . quality FM receiver from Sarkes Tarzian, Inc. If you have AM too, and go on reduced power at night, why not take advantage of this special offer and really promote FM to maintain, or increase, your night time audience. It's a natural.

Exceptionally low priced—as low as $16.95 in quantity orders! Direct factory distribution makes it possible to offer this set at a fraction of the cost you'd expect to pay for such quality and performance.

Ideal for premiums, prizes, program give-aways—and the perfect Christmas gift. Here's an inexpensive way of providing a service for your listeners—where else could they buy a set like this for less than $20—and, at the same time, you're building your local audience.

Put this high quality—low cost receiver to work for YOU—today—building more FM listeners.

Specify Model Number when ordering from these four attractive color combinations:

Model 501: White Cabinet, White Front
Model 502: Grey Cabinet, Charcoal Front
Model 503: Grey Cabinet, White Front
Model 504: White Cabinet, Charcoal Front

YOUR COST

50 or more sets	$16.95
25-49 sets	17.25
10-24 sets	18.00
1-9 sets	19.95

(FOB Bloomington) We must have credit information, or shipments will be made C.O.D. To expedite shipment, send check or money order.

Order on your station letterhead from:

SARKES TARZIAN INC

BROADCAST EQUIPMENT DIVISION
CONSUMER PRODUCTS SECTION

east hillside drive • bloomington, indiana
edison 2-7251

ting a picture on the viewer's home tv set. Therefore they should come under the same regulations.

Should the Parliamentary Committee agree with the CAB's submissions it would mean that catv systems would also have to produce programs with a high Canadian content, as do the Canadian tv stations. Most community antenna systems now feed their subscribers with U. S. programs. Few relay Canadian tv stations.

It is estimated that there are currently 164 catv systems in operation in Canada, with 108 rebroadcasting U. S. stations.

Nielsen goes to Germany

Continental Europe will soon have meter-based measurements of television audiences.

The A. C. Nielsen Co., New York, in cooperation with the Attwood Group of London, has concluded an agreement with Infratest of Munich, principal German audience research firm, to form Infratam GmbH & Co., which will conduct continuous quantitative television audience measurements in West Germany.

One-third of the capital of Infratam will be held by Infratest, while two-thirds goes to Attwood and Nielsen in a new continental holding company, Eurobar Nb, which is being formed in Holland.

Abroad in brief . . .

Combo ▪ More Canadian stations are announcing group rates. Latest is the group of three northern Ontario stations, CFCH North Bay, CJKL Kirkland Lake, and CKGB Timmins, which now have a combined group rate under a "Trinor" rate card. The rates are for programs varying from 15 seconds to 30 minutes, and for one minute saturation spot announcements in early morning, morning and afternoon time periods.

International interest ▪ To accommodate sports fans overseas, NBC arranged a phone relay from New York to Paris to carry a description of the Washington (D.C.) International horse race from Laurel, Md. Leon Bendersky, commentator for Europe No. 1 Network and turf writer for *Paris-Soir,* gave the call during the race and post-race comments. Clive Graham of the *London Daily Express* taped the call and comment for British radio broadcast on a delayed basis. A delayed broadcast for Radio Eireann, Ireland, was provided by the Irish journalist Michael O'Hehir.

It doesn't pay ▪ James K. Ross, 33, a former television producer of McCann-Erickson Canada Ltd., Toronto, Ont., was sentenced to three years in the Kingston, Ont., penitentiary on 17 counts of fraud over a three year period totalling $65,000 from the agency. He was accused of giving checks as false talent payments to George Cuttell, a radio-tv announcer, and Gordon Roda. Messrs. Cuttell and Roda were each sentenced to two years less a day in the reformatory.

Combination ▪ CKMI-TV and CFCM-TV Quebec City, Que., respectively English and French-language stations, are now selling time on a combined basis. Both stations are owned by Television de Quebec, Ltd. (Canadian Famous Players Corp. and others). Announcements will be used on both stations at the same time. All time availabilities will be submitted on this basis, A. P. Fitzgibbons, assistant general manager and sales manager, announced.

FATES & FORTUNES

BROADCAST ADVERTISING

Mr. Maxwell

Sanders Maxwell appointed vp and director of creative services for Fletcher Richards, Calkins & Holden, N. Y. He formerly was copywriter and associate copy director for Young & Rubicam, that city, for 17 years. **Wolfgang Lieschke** appointed executive art director and **B. D. Putnam** named copy chief.

Henry Flarsheim, formerly vp and senior account executive at The Biddle Co., Chicago, to Robert Haas Adv., that city, in similar capacity.

Coleman R. Cody, account executive with Doremus & Co., N. Y., promoted to vp. He continues to headquarter in Boston office.

Arthur J. Newfield appointed vp of marketing for Larrabee Assoc., Washington advertising and pr firm.

Keith B. Shaffer, formerly media group supervisor at Young & Rubicam, to McCann-Marschalk, Cleveland, as media director.

Andrew A. Lynn resigns as vp and director of Chesebrough-Pond's Inc. He was also president of corporation's Prince Matchabelli Div. and had been in charge of firm's domestic marketing for past three years.

Mr. Haag

Robert L. Haag, senior vp of Kastor, Hilton, Chesley, Clifford & Atherton, N. Y., elected to executive vp of organization. Mr. Haag has been senior vp since 1957. Prior to joining agency, he was president of *Everywoman's* magazine.

W. Gary Davis, director of promotion and publicity at WHK Cleveland, promoted to director of national sales development. He also will continue current duties.

Mrs. Josephine Durham, vp of Gardner Adv., St. Louis, honored as Advertising Woman of the Year in that city.

Jeremiah C. Harmon, formerly with Fuller & Smith & Ross, Cleveland, to Charles W. Hoyt Co., N. Y., as creative executive.

Lisle Shoemaker, vp of Teawell & Shoemaker, San Diego, Calif., named to board of directors of Western States Advertising Agencies Assn.

Maurice Silverman joins Burton G. Feldman, Chicago, as account executive.

John L. Albright, previously copy supervisor and assistant to creative director on Alberto-Culver account at Wade Adv. Inc., Chicago, to copy de-

R. C. CRISLER & CO., *INC.*

Business Brokers Specializing in Television and Radio Stations

4 Offices To Better Serve You . . .

CINCINNATI, O. Paul E. Wagner, Fifth Third Bank Bldg., DUnbar 1-7775

WEST COAST Lincoln Dellar & Co., Santa Barbara, Calif. WOodland 9-0770

OMAHA, NEB. Paul R. Fry, P.O. Box 1733 (Benson), TErrace 9455

NEW YORK 41 E. 42nd St., MUrray Hill 7-8437

Compton elects three new vps

Mr. Witalis

Mrs. Forster

Mr. Sage

Marion Forster, associate director of research; **Rupert Witalis,** art director, and **James Sage,** account supervisor, elected vps of Compton Adv., N. Y. Mrs. Forster, who has been with Compton for over 10 years, came to agency as statistical clerk in research department, then became interviewer, field supervisor, and research account supervisor. Mr. Witalis joined agency in 1954, was previously art director for Robert W. Orr Assoc., and Lester Harrison Agency. Mr. Sage joined Compton in 1944 as copywriter, was promoted to account executive in 1953. In 1959 he was transferred to Los Angeles office as account supervisor.

partment at John W. Shaw Adv. Inc., that city.

Otis L. Wiese, formerly editor-publisher of *McCall's* magazine, appointed vp in charge of pr at Leo Burnett Co., effective Jan. 1, 1961. He will headquarter in Chicago, succeeding **Allen H. Center,** who rejoins Motorola Inc. (electronics firm), that city, as pr director. **Ned R. McDavid,** also formerly with *McCall's,* named manager of pr section in New York, succeeding **Harold W. Gully,** transferred to Chicago as pr manager. **Donald Vogt,** formerly pr account executive at Needham, Louis & Brorby, joins Burnett-Chicago in similar capacity. Mr. Wiese has been member of agency's creative review committee since 1959 and Mr. Gully formerly was European Newspicture manager for United Press International.

E. Lowell Sanders, senior marketing account executive at Doyle Dane Bernbach, N. Y., named marketing director.

Sherburne C. Brown appointed vp of D. P. Brother & Co., Detroit. He will serve as account supervisor on Harrison radiator, Rochester products, Guide lamp and New Departure Div. accounts. He joined agency in 1952 as account executive.

Howard Morgens, president of Procter & Gamble Co., N. Y., receives annual award of Advertising & Allied Industries, Nov. 30, in N. Y. Award is presented to leading business executive "for distinguished service on behalf of human rights."

First CARTA award

The first annual CARTA award was presented to **Ben C. Duffy,** vice chairman of BBDO. The award, established by the Catholic Apostolate of Radio & Television, was made to Mr. Duffy during the organization's annual communion breakfast at the Waldorf-Astoria Hotel in New York and cited his "outstanding contributions" through the years in the fields of radio, tv and advertising.

Mr. Schwartz

Zachary Schwartz, supervisor of tv creative coordination department at Ted Bates, N. Y., elected vp. Mr. Schwartz joined Bates in 1957 as tv creative supervisor on commercial production. He was reviously associated with *Life* magazine and The Biow Co.

Charles G. Mortimer, chairman of General Foods Corp., N. Y., elected director of American Telephone & Telegraph Co.

James M. Charlton, former midwest regional manager of American Home Foods, Chicago, named merchandising manager.

Gerald A. Brown, former copy group supervisor at Foote, Cone & Belding, Los Angeles, joins Kenyon & Eckhardt, that city, as creative director. **Robert H. Black,** formerly president of Valley Farm Foods, Detroit, joins Kenyon & Eckhardt, there, as account supervisor.

Mr. Margalith

Sanford H. Margalith named creative director of Zimmer, Keller & Calvert, Detroit. He has been with agency for past five years in various creative capacities. Before joining ZK&C, he was with Al Paul Lefton Co., Philadelphia.

William G. Rolley and **John Jakes** join The Rumrill Co., Rochester, N.Y., as account executive and coypwriter, respectively. Mr. Rolley formerly was general sales manager of Theatre Network Television Inc., N. Y., and Mr. Jakes was product promotion manager

"MONTANA'S
Favorite
Salesman"

KMSO TV
CBS . . NBC . . ABC

SELL
60,300 TV HOMES at less than $1.00 per 1,000 TV HOMES!

Seven Cities & 13 Counties enjoy KMSO-TV's Fine Lineup of CBS, ABC & NBC Programming.

- MISSOULA
- BUTTE
- HELENA
- ANACONDA
- DEER LODGE
- HAMILTON
- KALISPELL

NATIONAL REPRESENTATIVES
FORJOE-TV, Inc.

Remarkable
ROCKFORD BELONGS IN YOUR MARKET MIX
STIR UP SALES
BUY WREX-TV
THE HOT BUY EVERY MONTH
GET THE FACTS FROM OUR PERSPIRING REPS
H-R TELEVISION, INC.
WREX-TV
CHANNEL 13 ROCKFORD
J. M. BAISCH
Vice Pres. & Gen. Mgr.

of Abbott Laboratories, North Chicago, Ill.

Dennis Altman, formerly with McCann-Erickson, Chicago, and **Martin Cohen,** previously with Montgomery Ward, that city, to creative department of North Adv., Chicago, as copywriters.

Felipe Cantu appointed director of new Latin American department of Cusick, Schwerke & Wild Adv., San Antonio, Tex. Agency now offers full time bilingual advertising, marketing and research counsel.

Bob Holmes joins Cappel, Pera & Reid, Orinda, Calif., advertising agency, as member of writing staff.

Grace Mathias and **Matt Grass** join Werman & Schorr, Philadelphia, as timebuyer and copywriter, respectively.

David E. Hartman joins Howard H. Monk & Assoc., Rockford, Ill., as account executive.

Gene Seehafer, formerly of Needham, Louis & Brorby, Chicago, joins CBS Radio, that city, as account executive.

Jack Baxter, president of Creative House, chosen "Copywriter of the Year" by the Chicago Copywriters Club. Other recipients: **Jane Zimmerman,** Foote, Cone & Belding, best tv commercial; **Jay Levinson,** Edward H. Weiss & Co., best radio commercial, and **Don Dickenson,** Needham, Louis & Brorby, best magazine ad. Mr. Baxter was cited for best newspaper ad.

WVET Radio

ANCHORAGE
ROCHESTER
LONDON
MOSCOW
PARIS
TOKYO
ROME
HAVANA
CONGO
BUENOS AIRES

ROCHESTER, N.Y.

ONLY SECONDS AWAY
FROM ANY NEWS CENTER
ON FACE OF THE GLOBE

WITH COMPLETE
NBC NEWS
COVERAGE

WVET-RADIO—ROCHESTER 4, N. Y.
NATIONAL REPRESENTATIVE:
Robert E. Eastman & Co., Inc.

John Amodeo appointed radio-tv production manager for White & Shuford Adv., El Paso, Tex. He had been with KELP and KROD, both El Paso.

Carl Gylfe, formerly account executive at Tatham-Laird, Chicago, appointed advertising manager for Armour Foods Div. at Armour & Co., that city. He succeeds **Noel C. Peltier,** resigned.

C. D. Rod-Riguez appointed art director at Beckman • Koblitz Adv., Los Angeles.

William Gebhardt, formerly account executive on Sunbeam bread and Fabro pet food at Bearden-Thompson-Frankel Inc. & Eastman-Scott, Atlanta, joins Hicks & Greist, N. Y., as account executive on Metropolitan Broadcasting Co.

THE MEDIA

Mr. Simons

James F. Simons, national sales manager for KFWB Los Angeles, promoted to station manager in addition to current responsibilities. Before joining station in 1959, he was director of operations for Mutual Broadcasting System and before that was in Chicago office of John Blair & Co.

Richard W. Schultz, vp and sales manager of WARU Peru, Ind., appointed manager, succeeding **Denver I. Dever** who joins WTAP Parkersburg, W. Va., as sales manager. **Ron Cook** named program director of WARU.

Fred Moegle appointed general manager of KWIX-FM St. Louis. He is former radio personality in that area.

John A. Mitchell, formerly with WJCW Johnson City, appointed program director of WSIX Nashville, both Tennessee.

Mrs. Evelyn Woolston appointed merchandising, promotion and publicity director for Knight Broadcasting Stations of New England. She formerly was continuity director for WHEB Portsmouth, N. H., and had served as merchandising manager of WSCS-AM-TV Charleston, S. C.

Ray E. David, formerly manager of Williston, N. D., chamber of commerce, named commercial and promotion manager of KEYZ, that city.

Tom Burkhart appointed regional sales manager of WLOS-TV Asheville, N. C. He joined station in May 1959 after three years with Ziv-TV.

Mr. Black

Harold Black, formerly assistant sales promotion-production manager at CBS-TV, named production manager, advertising and sales promotion department, CBS tv stations division. Mr. Black, who left CBS briefly earlier this year to become a free-lance writer, started with network in 1956. **Herman Aronson,** member, tv stations advertising department, becomes production supervisor.

Abbott London, appointed general manager of new KKAR Pomona, Calif. He formerly was manager of background music service at Harriscope Inc. which owns KKAR. **Charlie Powers,** formerly on sales staff of KDAY Los Angeles, joins KKAR as station manager.

Bill Bennett, formerly program director of KHUL (FM) Houston, to KQUE (FM), that city.

Gerald F. Maulsby, manager of network broadcasts for CBS Radio, named director of network programs. Mr. Maulsby served as assistant director of CBS public affairs for one year before joining the radio network as manager of network broadcasts in 1949.

Steve Shepard, vp and general manager of KOIL-AM-FM Omaha, Neb., promoted to national sales manager of all Star stations. **Steve Brown** appointed program director for Star stations (KOIL-AM-FM Omaha; KICN Denver; KISN Portland, Ore.).

Al Heacock, formerly national program manager for all Bartell stations (WOKY Milwaukee; WAKE Atlanta; KCBQ San Diego, Calif.; WADO New York; WYDE Birmingham, Ala.; KYA San Francisco), appointed program manager of WBZ Boston and WBZA Springfield.

Mr. King

Frank G. King, national sales manager of KTVU (TV) Oakland - San Francisco, elected vp of Oakland - San Francisco Television Corp., which owns station. **Stoddard P. Johnson,** sales executive for station, elected assistant secretary.

Richard C. Johnson, KBOM Bismark, elected president of North Dakota Broadcasters Assn., succeeding **John Boler,** KXGO Fargo.

Gene Lieberman, formerly sales service liaison between NTA and WNTA-TV New York, named manager of sales service of WNTA-TV.

Mr. Gore

Del Gore named general sales manager of KGO San Francisco. He has been account executive at KGO-TV for past two years. Prior to that, he was general manager of KARM and sales manager of KJEO-TV, both Fresno, Calif.

Loren C. Smith, formerly newscaster at WTSA Brattleboro, Vt., to WACE Chicopee (Springfield), Mass., as news director. **Dean Scott** and **Ken Gaughran,** air personalities at WACE, promoted to music director and pr director, respectively.

Donald E. Hardin appointed advertising-merchandising director of WKRC-TV Cincinnati. **Peggy Rogers** named promotion director.

Don Weller, chief engineer at WISN Milwaukee (WISN Radio Div. of Hearst Corp.) for past 26 years, resigns to become consulting engineer with Charles E. Brennan & Assoc., that city. He has been active in engineering field since 1921 and helped install WMAQ Chicago following year before joining Western Electric Co. in 1929 and WISN in 1934.

Ralph Mann, formerly NBC director of talent and programming contract administration, named vp of Broadcast Management Inc. (tv production firm), N. Y., effective Dec. 5.

R. Alan Campbell, formerly announcer at WTTG (TV) Washington, to WBAL Baltimore in similar capacity.

Ken Courtright, formerly staff announcer at WLOF-TV Orlando, Fla., to KYW Cleveland as newscaster.

Mrs. Pat Tannehill, formerly copywriter at Willis S. Martin Adv., Fort Wayne, Ind., to WPTA (TV), that city, as director of continuity.

Mr. Paxon

Robert O. Paxon appointed general sales manager of KHOU-TV Houston. He formerly was sales manager of KETV (TV) Omaha, Neb., for past three years. Prior to that, he was sales manager of KTVH (TV) Hutchison-Wichita, Kan.

Stanley S. Milton joins sales staff of WCSH Portland, Me.

Gene Seehafer rejoins CBS Radio Network as account executive in Chicago after six years with Needham, Louis & Brorby. He first joined CBS Radio in Chicago in 1952 and spent two years as director of research and sales promotion.

Art Smith Jr., WMTS Murfreesboro, elected president of Tennessee Broadcasters Assn., succeeding **Charles Brakefield,** WREC-AM-TV Memphis. **William A. Potts,** WDKN Dickson, elected vp, and **Carter M. Parham,** WDEF-AM-TV Chattanooga, elected secretary-treasurer. Elected to board: **F. C. Sowell,** WLAC Nashville; **Franklin Brown,** WMBC McMinnville; and Mr. Brakefield.

Robert Peel, formerly production director and promotion manager at WIND Chicago and recently head of his own audio-visual production-consultant business in that city, appointed promotion manager of WITI-TV Milwaukee.

Corky Cartwright named local sales manager of KTVT (TV) Fort Worth, Tex. He was member of sales staff. **Ray Menefee** joins sales staff.

Ken Carey, formerly San Francisco manager of AM Radio Sales Co., appointed assistant manager of KSAY San Francisco.

Mr. Drury

Dick Drury, program director of KQV Pittsburgh, promoted to operations manager and community services director. He will be in charge of all programming and production for station.

Cal Kolby, formerly news director of WPOP Hartford, to WINF Manchester, both Connecticut, as air personality and regional sales representative.

Thomas Hagner appointed account executive for WJZ-TV Baltimore.

Joe McGinley, formerly salesman at WCOS-TV Columbia, S. C., to WRGP-TV Chattanooga, Tenn., in similar capacity.

Jonathan Schiller, formerly with information department of CBS Radio, to WROW Albany-Troy-Schenectady, N. Y., as music director.

Richard Femmel, news director of WXYZ-TV Detroit, appointed director of community affairs.

Dick Minton and **Darrell Edwards** join WKBN Youngstown, Ohio, as news reporter and host, respectively.

Budd Weeding rejoins KNX Los Angeles as member of program department. He had been with station in 1949 when he left to join Leo Burnett, Los Angeles-New York-Chicago, where he has been since.

Patricia Lyon Wright joins KHJ-TV Los Angeles as director of research. She has been with KPOP, that city.

Blaine Littell, producer for CBS News, N. Y., appointed news correspondent.

Leif Brush appointed head of public affairs programming at WNAK Nanticoke-Wilkes-Barre, Pa. He formerly was with WJNC Jacksonville, N. C.

John D. Gillman appointed head of newly created promotion, merchandising and advertising department of WOBS Jacksonville, Fla.

John MacGuire joins KFJZ Fort Worth, Tex., as member of news staff.

Alan Douglas, formerly announcer at WEWS (TV) Cleveland, to KTTV (TV) Los Angeles in similar capacity.

Carl Ide joins WTAE (TV) Pittsburgh as newscaster. He formerly was with KDKA, that city.

William H. Stevens appointed production director of KFSD-TV San Diego, Calif., succeeding **Jim Wade.** Mr. Stevens was staff director.

Richard K. A'Hearn named producer-director at WKBW-TV Buffalo, N. Y. He has been with station since April 1959.

Scott Beach, formerly with WCCO Minneapolis, joins KCBS San Francisco as writer-producer.

Al Collins, formerly personality on NBC-TV's *Tonight,* joins KSFO San Francisco as personality.

Bill O'Toole, formerly with ABC,

The
AUTO JOCKEY
approved
by Engineers & Management
at
NAB Fall Conferences in
S. F.—Denver—Omaha
AUTOMATION
with

1. Automatic AUDIO cueing of announcements (No silver paint or foil)
2. Automatic AUDIO cueing of records (backed up for perfect cue)
3. No tones to cause trouble
4. Remote push button control of each tape and Changer
5. Factory installation included with expert advice from former manager-owner

CALL—WRITE—WIRE
SHALER-AITKEN COMMUNICATIONS
305 Harrison St.—Taft, Calif.
Tel: RO 5-4086

Hollywood, Calif., and New York, joins WBIC Bay Shore, Long Island, as air personality.

John F. Williams, formerly with Associated Publishers, N. Y., joins WMCA, that city, as account executive. **James A. Karras** of Metropolitan Broadcasting Co., joins station as program assistant.

Mr. Decker

William B. Decker, station manager of WMAQ Chicago, to general manager of KNBC San Francisco. Before becoming manager of WMAQ last November, he was sales director of WNBQ (TV) Chicago and WBUF-TV Buffalo. Mr. Decker joined NBC in 1952 after serving in sales capacities with WMAL-AM-TV Washington.

Ken Stuart, d.j. with KTNT-AM-FM Tacoma, Wash., joins KTNT-TV as announcer-film editor.

Mr. Davis

Donald Davis promoted from program director to manager of KAFP Petaluma, Calif. Before joining station in November 1959, he was with KFRC San Francisco and other stations and has been active in industry for past 23 years.

John Mahan, formerly program director of WPEN Philadelphia, to WIBG, that city, as production director.

Bill Payne and **Dave Crane** join news department of WCKT (TV) Miami as weekend news editors. They both formerly were with WPTR Albany, N. Y.

John R. Heiskell appointed farm director of WSAZ-AM-TV Huntington, W. Va., succeeding late **William D. (Farmer Bill) Click.** He formerly was with Ohio Farm Bureau Federation.

Art Schreiber appointed news director of KYW Cleveland, succeeding **Gary Franklin** who resigned. He formerly was with WERE, that city, in similar capacity.

Jack Carroll named senior producer, public service programming production, at WLWC (TV) Columbus, Ohio. He has been with station since 1949. **Charles R. Angeletti,** joins WLWC as member of sales staff.

Paul M. Butts, formerly assistant national sales director of Don Lee Broadcasting Co., Hollywood, appointed marketing representative for KNX-CBS Radio Pacific Network Sales Dept., Los Angeles. **Sherril Hops** joins sales promotion department.

Bill Jenkins, formerly commercial manager of WMKE-FM Milwaukee, to WISN, that city, as account executive. Previously, he was commercial manager of WQFM (FM) Milwaukee.

PROGRAMMING

Harry O'Connor, formerly president and general manager of KGKB Tyler, Tex., appointed national sales representative for Commercial Recording Corp., Dallas. Company produces ra-

TvB's new board of directors

Officers of the new TvB board of directors shown following their elections Nov. 18: front row (l to r): **Gordon Gray,** president, WKTV (TV) Utica, N. Y., treasurer; **Glenn Marshall Jr.,** president, WJXT (TV) Jacksonville, Fla., chairman; **Payson Hall,** president of Meredith Broadcasting Co., secretary. Back row (from left): **Norman E. Cash,** TvB president, and **Otto Brandt,** vp of KING-TV Seattle, Wash., retiring board chairman. The elections took place in New York.

Newest among the leaders serving America's greatest radio market!

More audience per dollar than any other leading radio station in greater Los Angeles!

DIAL 1110 | 50,000 WATTS
KRLA
RADIO LOS ANGELES
Represented by
DONALD COOKE INC.

IRE announces awards

Ralph Bown, former Bell Telephone Labs scientist, named to receive "Founders Award, 1961," of Institute of Radio Engineers, for "outstanding service to . . . IRE and . . . contributions to the radio engineering profession. **Ernst A. Guillemin,** Wester professor of electrical engineering at Massachusetts Institute of Technology, receives "Medal of Honor, 1961," for "outstanding scientific and engineering achievements."

dio station promotion jingles.

Norman C. Lindquist, previously account executive at United Artists-Ziv Television Programs, Chicago, joins Fred A. Niles Productions, that city, as vp in charge of industrial film sales. He formerly was with Wilding Pictures Inc.

Mel Schlank, formerly general sales manager of World-Wide TV, N. Y., joins Javelin Productions Div. of Independent Television Corp., that city, as sales manager.

S. Robert Rowe of Goodson-Todman Productions, N. Y., named producer of *Say When,* new game show debuting on NBC-TV, Jan. 2.

Bert Spielvogel joins On Film Inc., Princeton, N. J., as director of cinematography.

EQUIPMENT & ENGINEERING

John Bylo appointed marketing director for Industrial Electronic Engineers, Los Angeles. He has been sales manager since 1954.

Martin J. Sheridan, pr director at Admiral Corp., Chicago, elected vp. Former newspaperman, he has been with firm since 1951.

MEN WHO READ
BUSINESSPAPERS
MEAN BUSINESS
ABP

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

Curtis R. Hammond appointed commercial vp of marketing development for Raytheon Co., Newton, Mass. He has been director of commercial sales development.

John A. Curley, formerly divisional sales manager for Norge Div., Borg Warner Corp., promoted to national field merchandising manager with responsibility for market development and merchandising programs for dealers.

Charles P. Ginsburg, who led in development of Videotape tv recorder for Ampex Corp., Redwood City, Calif., has been named recipient of "Vlademar Poulsen Gold Medal" from Danish Academy of Technical Sciences. Mr. Ginsburg is first native-born American to receive award presented only six times since its inception in 1939.

INTERNATIONAL

John N. Manson III, vp and general manager of Screen Gems de Mexico, S. A., headquarters of Screen Gems' Latin American distribution organization, resigns effective Feb. 1, 1961 to head new independent distribution and production organization.

Gerald E. Nason named manager of new Montreal office of Erwin Wasey, Ruthrauff & Ryan Ltd. located at 1310 Green Ave., Montreal.

Richard B. Bradshaw, account executive at Foote, Cone & Belding, Chicago, appointed managing director and chief executive officer of Foote, Cone & Belding Canada Ltd., headquartering in Toronto. **Pat Freeman,** president of FC&B Canada Ltd., will assume additional duties of plans board chairman. Mr. Bradshaw has served on Kraft foods, Hallmark and General Food accounts for past 11 years.

GOVERNMENT

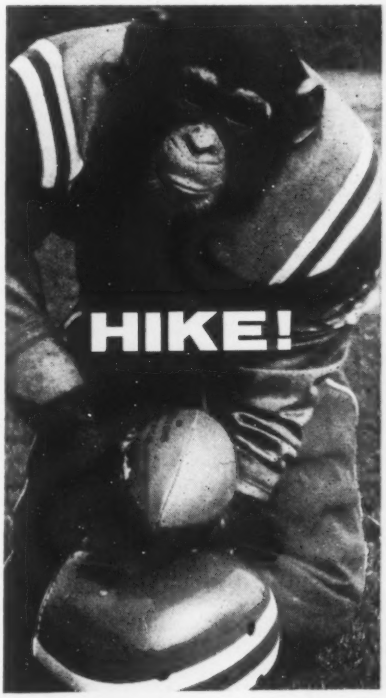
Captain Evan P. Aurand, naval aide to President Eisenhower, cited by FCC for ". . . meritorious and conspicious service . . ." to agency in establishing emergency communications networks. Capt. Aurand, who has served as White House liaison with FCC, will return to sea duty in January.

DEATHS

Robert L. Comstock, 24, program director of KOCW-FM Tulsa, Okla., died Nov. 11 while undergoing heart surgery in Tulsa hospital.

Charles Hess, 34, production manager at Lang-Worth Feature Programs, N. Y., died Nov. 16, as result of chronic heart condition.

Frank C. Dahm, 57, script writer in 1930's of *Little Orphan Annie* and *Ma Perkins* radio serials, died Nov. 17 in Valhalla, N. Y., after auto collision.



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KRNT-TV is very big in Des Moines

Big in total audience — see all surveys
Big in total adult audience — see all surveys
Big in service to the community — see Central Surveys
Big in news — five years of dominance — see all surveys
Big in personalities — see Central Surveys
Big in believability — see Central Surveys
Big in local business — see FCC figures
Big in the lives of people in the community — see the people
Big in sales impact — see Katz

KRNT-TV is Des Moines Television

A COWLES OPERATION

A physique contest in reverse at KSFO

The fat man has come into his own, with the help of KSFO San Francisco.

Believing that under many a paunch and bulge lies the physique of a Greek god, KSFO d.j. Jim Lange conducted a "Fat Atlas" contest. Bay area listeners nominated their favorite Fat Atlas for a list of prizes which included a three-month membership at Vic Tanney's gym.

Over 11,000 votes were recorded in the spur-of-the-moment contest. The affair was termed "disorganized but exciting," and entries included newspaper columnists, sports figures, students from every major school, as well as fathers, brothers, sweethearts and acquaintances.

Letters of nomination were signed by at least ten people and had to be in within three days from the initial announcement. Voting in the contest took seven days.

Winner of the "Fat Atlas" award was Don Manoukian, the hulking guard of the Oakland Raiders pro football team. He garnered 2,912 votes edging out the runner-up by a mere 250 votes. Mr. Manoukian took home a long list of prizes including a 76-oz. steak, a throne, a magnum of champagne, two giant pizzas and a month's supply of popcorn, hamburgers and milk shakes from a local restaurant called the Hippo.

All prizes in the KSFO contest were offered by listeners.

Winner by a neck

Zsa Zsa, attired in her natural ostrich-feather plumage, raced last week against Gina and Bridgette, likewise attired, in a promotion staged by KFWB Hollywood, Calif. The lovely "ladies," in a long neck-and-neck contest, were raced by KFWB d.j.s at the Great Western Exposition and Livestock show in Hollywood. B. Mitchel Reed, using the only means of guiding an ostrich, wielded a broom to bring Zsa Zsa into line. Linking Zsa Zsa and a broom is hard on the imagination . . . and the ostrich doesn't seem to care for it either.

RAB courts dairymen

It may be a coals-to-Newcastle approach, but the Radio Advertising Bureau thinks stations can fire up business by sending costumed milkmaids to serve dairymen their own product with cookies and a printed sales presentation.

The study on the snack tray, "Radio Delivers More for Dairy Advertisers," carries the kind of information RAB thinks dairymen will be glad to swallow. It tells them that 97% of families use milk (96% of them own radios), that 73% of them serve ice cream for dessert (most homes have three radios), and one home in five has cottage cheese on hand (radio completely covers the market, while newspapers miss 13-60% of families and tv misses 8-30%).

Free rides for listeners

Three hours after the Los Angeles busses stopped running Wednesday (Nov. 16) because of a mechanics' strike, Gene Weed of KFWB, started appealing to motorists for rides to help citizens left stranded by the breakdown in public transportation. As calls came pouring in, KFWB set up a special switchboard to handle them. Sports and headline newscasts were replaced with the free ride service, telling people where they could get rides to work or school. The service will continue until the strike is ended.

Johnny Grant, KMPC Los Angeles d.j., whose 3-6 p.m. *Freeway Club* is aimed at drivers, urged them to share their cars with former bus riders, saying, "Remember, the guy you pick up might be your boss."

Peaceful coexistence

WHEB Portsmouth, N. H., has proved that radio and newspapers can get along very well together. The station proved the point with a twist of the radio dial.

Several months ago, Harold H. Segal, manager of WHEB, found out that there was no radio in the offices of the *Portsmouth Herald*. To remedy the situation, he offered to present the newspaper with a set with the wish that it be tuned, occasionally, to WHEB.

The newspaper accepted the offer at a Chamber of Commerce dinner, and the radio was dispatched, *post haste,* to the *Herald* office. If the radio is used in that office, it will be turned to WHEB. It has to be. The gift is calibrated so that the only station than can be tuned to is WHEB.

Mr. Segal promised to read the *Herald* every day.

Drumbeats...

Underwater music ▪ When the nuclear submarine *U.S.S. Patrick Henry* departs on its next underwater mission, its crew will go about their tasks to the accompaniment of music, courtesy of WINS New York. In a letter to the station, the *Patrick Henry's* "Fire Control gang" explained that one of the crew's chief sources of entertainment "during the gruelling underwater trips" is its tape recorder. If the station would fill the craft's abundant supply of blank magnetic tapes with WINS music, it would be much appreciated, wrote the crewmen. WINS was happy to oblige,

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ULster 2-5600

presenting the music-filled tapes to four crew representatives in a New York ceremony on Nov. 20.

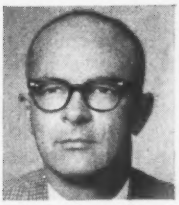
Santa calling ▪ WTCN Minneapolis-St. Paul and Clover Leaf Creamery Co. are teaming up to enable area youngsters to talk, "on-the-air," with Santa Claus. Children can participate in the Christmas season promotion by filling out forms provided by the sponsor and mailing them to the station. Every child who registers receives a letter from Santa, while as many as possible are telephoned during the *Santa Calling* program, Saturdays, 11 a.m. to 12 noon. Recordings of the conversations are presented to the children as souvenirs.

Annual event ▪ For the second year, KABC-TV Hollywood and the U.S. Marine Corps Reserve will team up next month for the untelevised presentation of "Chucko's Christmas Show for Toys for Tots" in the Los Angeles Sports

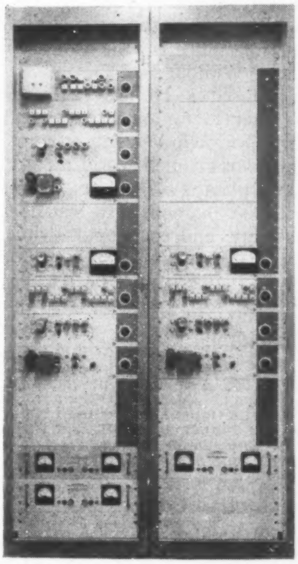
Bowling spokeswoman

Sharon Ritchie, Miss America of 1955, has been appointed director of women's activities of American Machine & Foundry Co., Bowling Products Group, New York. She will appear in advertising, at bowling clinics and promotions, making her television debut for AMF at the World's Invitational Tournament in Chicago. The company will sponsor tv coverage by WGN-TV there Dec. 11, 6-7 p.m. The appointment is evidence of AMF's interest in the women's market, which it also has been seeking this year with spot tv tests, using daytime announcements. AMF sponsors daily radio sportcasts by Bill Stern on Mutual and underwrote the *Tomorrow* specials on CBS-TV this season. AMF's agency is Cunningham & Walsh.

"In my broadcast experience of more than twenty years, I have never operated a more reliable or better constructed piece of equipment"



Mr. C. K. Chrismon,
Chief Engineer,
WHOO Radio, Inc.,
Orlando, Fla.



GEL FM
MULTIPLEX
SYSTEM

Can Be Used with Any FM Transmitter in the 88 — 108 mc Band

GEL's is the oldest, field-proven, successful Multiplex Equipment in operation. Typical of this proud family of fine instruments is the GEL Multiplex System, Series FMC — a frequency-division multiplex system providing for the integration of a main channel and one or two sub-channels into an allocated FM channel.

Wrote Mr. C. K. Chrismon of WHOO Radio, Inc.: "In operation the usual Multiplex difficulties have happily been of no consequence here. We sometimes run three separate programs on our two subchannels and main channel. Some of our subchannel subscriber accounts are as far out as seventy miles. Cross-talk has been no problem with our GEL Exciter although our transmitter is twelve years old. First, the only maintenance necessary has been an occasional tube change. We have experienced no component failure whatever."

The only external connections required for the FMC Multiplex System are those made to existing FM Transmitter, to the main and sub-channel audio input equipments, and to a 110 volt. 60 cps, single-phase primary power source.

Ask any user in your area about the GEL Multiplex System. We will be happy to furnish names on request.

GEL makes available a complete FM line of 15KW and 1KW Transmitters, and Exciters for converting conventional FM Transmitters to Multiplexing use.

Write to Broadcast Sales, Dept. -3,
for GEL FM Technical Bulletins

GEL

GENERAL ELECTRONIC
LABORATORIES, INC.
18 AMES STREET, CAMBRIDGE 42, MASSACHUSETTS

Arena. Admission for the program will be one new, unwrapped toy per person. KABC's Chucko the Clown will act as M.C. to introduce Roy Rogers and Dale Evans, Gene Barry of *Bat Masterson,* Jay North of *Dennis the Menace,* Peter Brown of *Lawman,* Connie Stevens of *Hawaiian Eye,* Nick Adams of *The Rebel,* and other tv stars. The program has received the endorsement of Los Angeles civic organizations including the PTA, YMCA and Boy and Girl Scouts. The "Toys for Tots" drive is an exclusive Marine Corps Reserve activity to provide toys for underprivileged children at Christmastime.

The piano player blues

WBEL Beloit, Wis., cooperated with Standard Theatres Inc. on a piano-playing marathon promotion, which brought the station fresh business and drew large crowds. Purpose of the promotion: to stimulate box office for the motion picture, "Song Without End."

WBEL hired a Hungarian refugee, Leslie Czimber, to appear in Leath's Furniture Store window and attempt to break his own claimed world record of continuous playing—78 hours, 19 minutes and five seconds. It installed a broadcast line and each hour switched to the site for a 5-minute program.

The Majestic Theatre, one of several movie houses owned by Standard in Beloit and other Wisconsin cities, bought a schedule of announcements on WBEL, which in turn sold tie-in spot packages to 12 other business interests. Theatre passes were awarded for the closest estimate on how long Mr. Czimber would play.

The pianist broke his own record playing 79 hours (but with a 10-minute break each hour). The event drew large crowds and WBEL and theatre officials reported the promotion an unqualified success.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: Nov. 17 through Nov. 22. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp construction permit. ERP—effective radiated power vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

Existing tv stations

CALL LETTERS ASSIGNED

KVLS (TV) Flagstaff, Ariz.—Saunders Bcstg. Co.

KAIQ (TV) San Antonio, Tex.—Southwest Texas Educational Tv Council.

WYAH-TV Portsmouth, Va. — Christian Bcstg. Network Inc.

New am stations

ACTIONS BY FCC

Brockton, Mass.—Associated Enterprises, granted 1410 kc, 1 kw D. P. O. address 63 Chestnut St., Springfield, Mass. Estimated construction cost $30,482, first year operating cost $71,500, revenue $78,000. Owners are **Alan C. Tindal, Kristian Solberg, Paul J. Monson** and **John J. Sullivan** (each 25%). Mr. Tindal is president and 7.2% stockholder of **WSPR Springfield.** Mr. Solberg is 26.6% stockholder of WSPR, Mr. Monson is program director of WSPR. Mr. Sullivan is sales manager of WSPR. Ann. Nov. 22.

Latham, N. Y.—Iroquois Bcstg. Co. Granted 1600 kc, 500 kw D. P. O. address 17 Duncan Dr. Estimated construction cost $20,079, first year operating cost $36,000, revenue $40,000. Principals include **Nathan Oppenheim** and **Richard O'Connor,** 48% each, and **Celia Oppenheim** (wife of Nathan) and **Mary O'Connor** (wife of Richard) 2% each. Mr. Oppenheim manages motel. Mr. O'Connor is employe of WFLY Troy, N. Y. Ann. Nov. 17.

New am stations

APPLICATIONS

Tucson, Ariz.—L. G. Gilmore. 830 kc, 1 kw D. P. O. address 2641 E. 10th St. Estimated construction cost $29,080, first year operating cost $45,000, revenue $55,000. Mr. Gilmore owns trailer court. Ann. Nov. 17.

Blythe, Calif.—Riverside Bcstg. Co. 1380 kc, 500 kw D. P. O. address 217 Iowa Ave., Riverside, Calif. Estimated construction cost $15,000, first year operating cost $30,000, revenue $40,000. Principals include **James S. Kipp,** 60%, and **James W. Gardner,** 40%. Ann. Nov. 22.

Saranac, Mich.—Grand Valley Bcstg. Co. 1520 kc, 250 w kw D. P. O. address Box 233. Estimated construction cost $16,500, first year operating cost $40,000, revenue $64,766. **Wayne Stebbins,** sole owner, owns theatre. Ann. Nov. 16.

Kansas City, Mo.—Bcstg. Inc. 1190 kc, 1 kw. P. O. address 140 Woodlawn Center, Littleton, Colo. Estimated construction cost $64,438, first year operating cost $175,000, revenue $200,000. Principals include **Robert B. Martin,** 75.25%, **Robert A. Rubin,** 9.32%, **Robert M. Fifer,** 7.17%, **Timothy D. O'Connor,** 1.08%, and **Estate of Walter W. Miracle,** 7.17%. Messrs. Martin and Rubin own KMOR Littleton, Colo. Mr. O'Connor is employe of KMOR. Mr. Fifer has interest in oil investment and drilling company. Ann. Nov. 16.

Columbus, Neb.—E. G. Wenrick Bcstg. Co. 1050 kc, 1 kw D. P. O. address North Side Square, Oskaloosa, Iowa. Estimated construction cost $39,000, first year operating cost $62,000, revenue $71,000. Principals include **Everett G. Wenrick,** sole owner, has interests in KBOE Oskaloosa, Iowa, and KFXD Nampa, Idaho. Ann. Nov. 16.

Brownsville, Tenn. — Haywood County Bcstg. Co. 1230 kc, 5 kw D. P. O. address Box 71, Columbia, Tenn. Estimated construction cost $25,100, first year operating cost $36,000, revenue $48,000. Principals include **R. M. McKay Jr.,** sole owner, has interest in WKRM Columbia, Tenn. Ann. Nov. 17.

Existing am stations

APPLICATIONS

KSLO Opelousas, La.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230kc). Ann. Nov. 22.

KWOC Poplar Bluff, Mo.—Cp to increase daytime power from 1 kw to 5 kw and install new trans. (930kc). Ann. Nov. 17.

Berlin Bcstg. Co., Littleton, N. H.—Amendment (for new station) to change frequency from 1230 kc to 1400kc, change ant.-trans. location and delete contingency clause. Ann. Nov. 17.

WCTC New Brunswick, N. J.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Requests waiver of sec. 1.354 of rules.) (1450kc). Ann. Nov. 17.

KRNR Roseburg, Ore.—Cp to increase daytime power from 250 w to 1 kw. (1490kc). Ann. Nov. 18.

CALL LETTERS ASSIGNED

KBRR Leadville, Colo.—Continental Divide Bcstg. Co. Changed from KLVC.

WGSB Geneva, Ill.—Fox Valley Bcstg. Co.

KLOE Goodland, Kans. — KFBI Inc. Changed from KBLR.

KTCI Terrytown, Neb.—Terry Carpenter Inc.

KVSH Valentine, Neb.—Valentine Bcstg. Co.

WILY Greenville, N. C.—H and R Electronics Inc.

WJAS Pittsburgh, Pa.—National Bcstg. Co. Changed from WAMP.

WHPL Winchester, Va.—Edwin R. Fischer.

New fm stations

ACTION BY FCC

Media, Pa. — Brandywine Bcstg. Corp. Granted 100.3 mc, 2.738 kw. P. O. address 315 North Bowman Ave., Merion Station, Pa. Estimated construction cost $9,152, first year operating cost $15,000, revenue $17,500. Principals are **M. John Boyd** (13.48%), **Joseph Seitchik** and **Alva R. Hopkins,** 11.22% each. Mr. Boyd is chairman of biological chemistry at Hahnemann Medical College and Hospital, Philadelphia. Mr. Seitchik is doctor at same institution. A. R. Hopkins is employe of RCA. Ann. Nov. 22.

APPLICATION

Portland, Ore.—KPDQ Inc. 93.7 mc, 49.7 kw. Ant. height above average terrain 981 ft. P. O. address 4903 N. E. Sandy Blvd. Estimated construction cost $23,617, first year operating cost $22,512, revenue $45,005. Principals include **John W. Davis, 51%,** and **Arla Z. Davis, 49%.** Mr. John Davis is licensee of KPDQ Portland, Ore. Mr. Arla Davis is employe of KPDQ. Ann. Nov. 17.

Existing fm stations

APPLICATION

WTFM(FM) Babylon, N. Y.—Cp to change ERP from 15 kw to 20 kw, change ant. height above average terrain from 120 ft. to 173 ft., install new trans., change ant.-trans. and studio location and change station location from Babylon, N. Y. to Flushing, N. Y. Ann. Nov. 18.

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Nov. 23

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,494	46	105	833
FM	742	54	226	86
TV	477	52	116	103

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Nov. 23

	VHF	UHF	TV
Commercial	453	76	529
Non-commercial	38	14	52

COMMERCIAL STATION BOXSCORE

As reported by FCC through Sept. 30, 1960

	AM	FM	TV
Licensed (all on air)	3,469	723	475[1]
CPs on air (new stations)	53	40	14[2]
CPs not on air (new stations)	96	217	113
Total authorized stations	3,618	980	657
Applications for new stations (not in hearing)	611	66	29
Applications for new stations (in hearing)	202	34	75
Total applications for new stations	813	100	104
Applications for major changes (not in hearing)	577	25	34
Applications for major changes (in hearing)	280	7	16
Total applications for major changes	857	32	50
Licenses deleted	0	0	0
Cps deleted	0	0	2

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[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation and on which has not started operation.

CALL LETTERS ASSIGNED

KFMA (FM) Little Rock, Ark.—Tanner Bcstg. Corp.

WTBS (FM) Cambridge, Mass.—WTBS Foundation Inc.

WAAB-FM Worcester, Mass.—Waterman Bcstg. Corp.

WKHA-FM Dover, N. J.—Drexel Hill Associates.

WZIP-FM Cincinnati, Ohio—Greater Cincinnati Radio Inc.

WSRW-FM Hillsboro, Ohio — Highland Bcstg. Co.

WPTW-FM Piqua, Ohio—WPTW Radio Inc.

WAZZ (FM) Pittsburgh, Pa.—Dynamic Bcstg. Inc. Changed from WILY (FM).

WJAS-FM Pittsburgh, Pa.—Natonal Bcstg. Co. Changed from WFMP (FM).

WSEV-FM Sevierville, Tenn. — Smokey Mountain Bcstg. Corp.

WSGM-FM Staunton, Va.—American Home Bcstg. Co. Changed from WAFC-FM.

WSPT-FM Stevens Point, Wis.—Stevens Point Bcstg. Co.

Ownership changes

APPLICATIONS

WJWL Georgetown, Del.—Seeks assignment of license from **Rollins Bcstg. of Delaware Inc.** to **Scott Bcstg. Corp.** for **$339,000** (plus **$26,000** for property). **Herbert Scott,** sole owner, has interest in WPAZ Pottstown, Pa. Ann. Nov. 17.

WDJK Atlanta, Ga.—Seeks transfer of control from **Joel S. Kaufmann,** sole owner, to **Joel S. Kaufmann,** 80%, **Donald J. Kaufmann** and **James A. Kaufmann,** 10% each. Exchange of 20% interest for **$960.** Ann. Nov. 17.

KRIB Mason City, Iowa—Seek transfer of control of **Western Bcstg. Co.** from **Franklin Bcstg. Co.,** parent company, to group headed by **Peter A. Barnard,** president. Mr. Barnard has interest in commercial fishing enterprise. Ann. Nov. 22.

WDOW Downgiac, Mich.—Seeks assignment of license from **William Kuiper** and **William Eugene Kuiper,** equal partners, d/b as **Dowagiac Bcstg. Co.** to **Dowagiac Bcstg. Inc.** Change to corporate form of business with no financial transaction involved. Principals and holdings remain the same. Ann. Nov. 16.

WKPR Kalamazoo, **Mich.**—Seeks assignment of cp from **William Kuiper** and **William Eugene Kuiper,** equal partners, d/b as **Kalamazoo Bcstg. Co.** to **Kalamazoo Bcstg. Inc.** Change to corporate form of business with no financial transaction involved. Principals and holdings remain the same. Ann. Nov. 16.

WFPG Atlantic City, N. J.—Seeks assignment of license from **WFPG Inc.** to **Eastern Bcstg. Co.** for **$262,500** plus **$12,500** in promissory notes and **$2,800** in rental fees. Principals include **Atlantic Bcstg. Co.,** 90%, and **H. Theodore Shane,** 10%. Atlantic Bcstg. Co. is owned by **Milton Diener,** 53⅓%, **Walter Diener,** 20%, **Daniel Diener** and **Jack Diener,** 13⅓% each (brothers). Atlantic Bcstg. Co. is licensee of WUST and WJMD (FM) Bethesda, Md. Mr. Shane is vice president and stockholder in advertising agency. Ann. Nov. 16.

WCHA-AM-FM Chambersburg, Pa.—Seeks transfer of control of **Chambersburg Bcstg. Co.** from **Charles M. Cassel,** 11.5% and **John S. Booth,** 45.7%, to **John S. Booth,** 51.4%. Exchange of 11.5% interest for **$20,000.** Holdings of **T. K. Cassel** 36.19% (son of Charles Cassel), and **Harriet D. Booth,** 3.3% remain the same. Ann. Nov. 16.

WGRP Greenville, Pa.—Seeks assignment of license from **Kenneth B. Anderson** and **Merle G. Anderson,** equal partners, d/b as **Greenville Bcstg. Co.,** to **Greenville Bcstg. Inc.** Change to corporate control with no financial consideration involved. Principals now include **Merle G. Anderson,** 50%, **Kenneth B. Anderson,** 49.5% (brothers), and **Ethel B. Anderson,** .5% (wife of Kenneth B. Anderson). Ann. Nov. 17.

WTIV Titusville, Pa.—Seeks transfer of control of **Crawford County Bcstg. Co.** Exchange of 36% interest from **Robert Z. Morrison,** 32%, and **Victor D. Lindeman Jr.,** 4%, to **Robert H. Sauber,** 50%, **Myron Jones,** 49.9%, (Messrs. Saubers & Jones previously owned 32% each) and **Kathryn Jones,** .1% (wife of Myron Jones), for **$18,900.** Ann. Nov. 16.

WRIB Providence, R. I.—Seeks assignment of license from **R. I. Bcstg. Co.** to **Springfield Bcstg. Co.** for **$225,000.** Springfield Bcstg. Co. is group headed by **Paul J. Perreault,** president. Mr. Perreault owns shoe store. Ann. Nov. 16.

WESN North Augusta, S. C.—Seeks assignment of license from **Shelton J. Rimer** and **Ted R. Woodard** d/b as **North Augusta Bcstg. Co.** to **North Augusta Bcstg. Co.** Change to corporate control with no financial consideration involved. Principals now include **Shelton J. Rimer,** 52%, **Ted R. Woodard,** 39%, and **Dorothy K. Rimer** (wife of Shelton Rimer) 9%. Ann. Nov. 17.

WHPL Winchester, Va.—Seeks assignment of cp from **Edwin R. Fischer,** sole owner, to **Shenval Bcstg. Corp.** Change to corporate form of business with no financial transaction involved. Mr. Fischer remains 100% owner. Ann. Nov. 22.

KALE Pasco, Wash.—Seeks transfer of control of **D & D Bcstg. Corp.** from **Harold**

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Here's a compact new unit featuring complete transistor design. This, plus stabilized feedback has greatly reduced noise level and distortion. Cool operation, achieved by low power dissipation, results in virtually trouble-free performance and long life. Self contained power supply. Plug-in chassis for shelf mounting. Excellent frequency response. With added bridging volume control, unit may be used as a bridging or isolation amplifier. **Only $135.**

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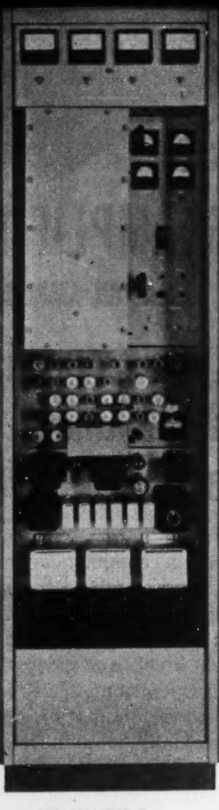

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LANSDOWNE, PA. PHONE: CL 9-8200

K. Deutsch and **L. G. Dix,** equal partners, to **Mr. Deutsch**, 66⅔%, and **Mr. Dix** 33⅓% for $100 plus loan to corporation. Ann. Nov. 22.

WHTN-TV Huntington, W. Va. — Seeks assignment of license from **Cowles Bcstg. Co.** to **Reeves Bcstg. & Development Corp.** for $1,925,000. Reeves Bcstg. & Development Corp., headed by **Hazard E. Reeves,** president, 43.4%, owns WUSN-TV Charleston, S. C., and has recently acquired control of KBAK-TV Bakersfield, Calif. Ann. Nov. 17.

Hearing cases

FINAL DECISIONS

■ By decision, commission granted application of Clifford C. Harris for new am station to operate on 1440 kc, 1 kw, D, in Oswego, N. Y., and denied application of Standard Bcstg. Corp. for similar facility with 500 w. Comr. Bartley not participating; Comr. Lee absent. Oct. 7, 1959 initial decision looked toward this action. Ann. Nov. 22.

■ By memorandum opinion and order, commission denied petition by Veterans Bcstg. Co., for reconsideration of July 13 decision which granted application of Capital Cities Tv Corp. for new tv station to operate on ch. 10 in Vail Mills, N. Y., and which denied Veterans application for same facility. Chrm. Ford and Comr. Bartley not participating. Ann. Nov. 22.

■ By order, commission modified and made effective Oct. 6 initial decision and granted application of Brandywine Bcstg. Corp. for new class B fm station to operate on 100.3 mc; ERP 2.738 kw; ant. height 433 ft., in Media, Pa. Comr. Bartley abstained from voting; Comr. Lee absent. Ann. Nov. 22.

■ By order, commission, on petition by applicant, made effective immediately an Oct. 7 initial decision, as modified by commission, and granted application of Associated Enterprises for new am station to operate on 1410 kc, 1 kw, DA-D, in Brockton, Mass. Comr. Lee absent. Ann. Nov. 22.

■ By memorandum opinion and order, commission granted petition by WBIZ Inc., for severance from consolidated hearing and granted its application to increase daytime power of WBIZ Eau Claire, Wis., from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N; engineering condition. Ann. Nov. 22.

■ By order, commission stayed effective date of Oct. 11 initial decision which looked toward (1) granting application of Independent Bcstg. Co., for new class A fm station to operate on 95.9 mc; ERP 720 w, ant. height 160 ft. in Darien, Conn., and (2) denying application of High Fidelity Music Co. for similar facility with ERP 740 w and ant. height 256 ft. in Port Jefferson, N. Y. pending further review. Ann. Nov. 22.

INITIAL DECISION

■ Hearing Examiners James D. Cunningham and Herbert Sharfman issued initial decision looking toward granting application of Kenneth F. Warren for new class B fm station to operate on 96.9 mc, ERP 10.85 kw, ant. height 2,495 ft. above average terrain. Ann. Nov. 17.

OTHER ACTIONS

■ Commission extended from November 28 to December 30 time to file reply comments in rulemaking proceedings on interim policy for shorter-spaced vhf tv channel assignments and related proposed amendments to part 3 concerning tv engineering standards. This action was taken on requests by Association of Maximum Service Telecasters Inc., Association of Federal Communications Consulting Engineers and number of vhf tv stations. Comr. Cross dissented.

At the same time commission granted like extension of time for filing reply comments to related Grand Rapids, Mich. and Providence, R. I., proceedings. Ann. Nov. 17.

■ Granted motion by General Electric Co., and extended from Nov. 8 to Nov. 21 time to file reply comments in matter of amendment of part 3 of rules to permit fm broadcast stations to transmit stereophonic programs on multiplex basis. Action Nov. 18.

■ By order, commission granted joint motion by parties in Hartford toll-tv proceeding, reopened record for limited purpose of admitting into evidence Broadcast Bureau exhibit no. 6, and closed record. Ann. Nov. 18.

■ By memorandum opinion and order, commission denied petition by WENT Bcstg. Corp. (WENT) Gloversville, N. Y., to enlarge issues in proceeding on application of Martin Karig for new am station in Johnstown, N. Y. Comr. Lee absent. Ann. Nov. 22.

■ By memorandum opinion and order, commission granted petition by WHYY Inc., and enlarged issues in Wilmington, Del., tv ch. 12 comparative proceeding in dockets. Comrs. Bartley and Cross dissented; Comr. Lee absent. Ann. Nov. 22.

■ By memorandum opinion and order, commission denied petition by Oregon Tv Inc., to consolidate its application for modification of ant. system of KPTV (TV) (ch. 2), Portland, Ore. in hearing with its application and that of Willamette-Land Tv Inc., for new tv stations to operate on ch. 3 in Salem, Ore., and to clarify hearing order regarding overlap of KPTV and Oregon's proposed Salem station. Ann. Nov. 22.

Routine roundup

ACTIONS ON MOTIONS

By Acting Chief Hearing Examiner Jay A. Kyle

■ Scheduled hearings in following proceedings on dates shown: *Dec. 20:* Martin Theatres of Georgia Inc. (WTVM) and Columbus Bcstg. Co., (WRBL-TV) Columbus, Ga.; *Dec. 21:* am applications of WCYN Radio Inc. (WCYN) Cynthiana, Ky., et al; Maine Radio and Tv Co. (WCSH-TV, ch. 6), Portland, Me. Action Nov. 14.

■ Scheduled resumption of hearing for Dec. 7 in matter of order directing Douglas H. McDonald, trustee, permittee of WTVW (TV) ch. 7, Evansville, Ind., to show cause why authorization for station WTVW should not be modified to specify operation on ch. 31 in lieu of ch. 7. Action Nov. 16.

By Hearing Examiner Thomas H. Donahue

■ Upon request by College Park Bcstg. Co., and WEAS Inc., and without objection by Broadcast Bureau, continued hearing from Nov. 14 to Dec. 14 in matter of assignment of call letters WEAS to College Park for its am station at College Park, Ga. Action Nov. 14.

■ Issued order following pre-hearing conference held on Nov. 18 in proceeding on am applications of Washington Bcstg. Co. (WOL) Washington, D. C., et al.; scheduled hearing for Dec. 7, on parties' direct presentations, and on Dec. 27 on their rebuttal. Action Nov. 18.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Columbia River Bcstrs. Inc., for leave to amend its applicaton for new am station in Mount Vernon, Wash., concerning credit extended applicant for purchase of proposed broadcast equipment. Action Nov. 14.

■ Scheduled prehearing conference for Dec. 19 in proceeding on applications of Idaho Microwave Inc., for new fixed radio stations at Kimport Peak, Rock Creek and Jerome, all Idaho. Action Nov. 18.

By Hearing Examiner Millard F. French

■ On own motion, scheduled prehearing conference for Nov. 23 in proceeding on applications of Bi-States Co. (KHOL-TV) Kearney, Neb., and Topeka Bcstg. Assn. Inc. (WIBW-TV) Topeka, Kan., for cps for new trans. sites. Action Nov. 14.

■ Granted petition by WAKE Inc. for leave to amend and substituted WAKE Inc. as party applicant in place of WAKE Bcstrs. Inc. (WAKE) Atlanta, Ga., in am proceeding. Action Nov. 14.

■ Received in evidence exhibit 3 of Savannah Valley Bcstg. Co. (WBBQ) Augusta, Ga., closed record in proceeding on its am application, et al, and ordered that proposed findings shall be filed by any party by Dec. 2 and reply findings by Dec. 16. Action Nov. 15.

■ Granted motion by Ponce de Leon Bcstg. Co. (WFOY) St. Augustine, and Indian River Radio Inc. (WMMB) Melbourne, Fla., to withdraw their pending joint petition for leave to amend their respective am applications which are consolidated for hearing in dockets et al. Action Nov. 18.

By Hearing Examiner Walther W. Guenther

■ Granted joint petition by Radio Carmichael, Sacramento, and Trans-Sierra Radio, Roseville, and request by Golden Gate Bcstg. Corp. (KSAN) San Francisco, and extended from Nov. 17 to Nov. 28 date for exchange of preliminary drafts of engineering exhibits in proceeding on their am applications, et al. Action Nov. 16.

■ On own motion, ordered that unless objection is filed within five days after release of this order, transcript of record will be corrected in various respects in proceeding on applications of Washington State Univ. for renewal of license of KWSC (and aux.) and for modification of license of KWSC Pullman, Wash., and First Presbyterian Church of Seattle, Washington for renewal of license of KTW Seattle, Wash. Action Nov. 17.

■ Reopened record in proceeding on am applications of Hartsville Bcstg. Co. (WHSC)

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Hartsville, S. C., et al, and scheduled further hearing for Dec. 9. Action Nov. 17.

By Hearing Examiner Isadore A. Honig

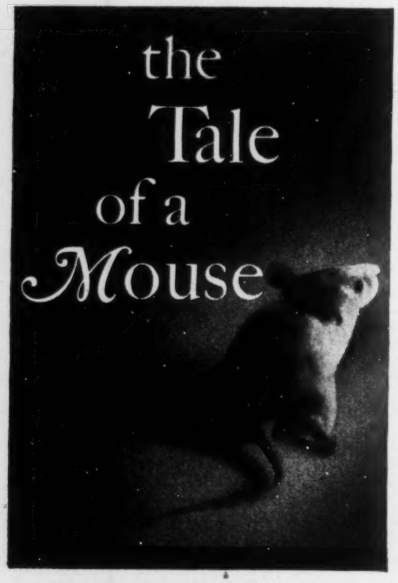
- On own motion, ordered certain corrections to be made five days after release of order, unless objection is filed by parties, in matter of Sunbury Bcstg. Corp. (WKOK) Sunbury, Pa. Action Nov. 14.
- On own motion, scheduled prehearing conference for Nov. 30 in proceeding on am application of Coastal Bcstg. Co. (WLAT) Conway, S. C. Action Nov. 15.
- On own motion, continued from Nov. 21 to Dec. 1 date by which the Aeronautical Intervenors may file motion to reopen record in proceeding on application of M & M Bcstg. Co. (WLUK-TV) Marinette, Wis., and continued date for oral argument on such motion from Nov. 28 to Dec. 9. Action Nov. 17.

By Hearing Examiner H. Gifford Irion

- Granted request by Broadcast Bureau and extended from Nov. 15 to Nov. 30 time to file proposed findings in proceeding on am applications of Washington County Bcstg. Co., Washington, Iowa, et al. Action Nov. 15.
- Granted petition by Des Plaines-Arlington Bcstg. Co., Des Plaines, Ill., and extended from Nov. 18 to Nov. 23 time to file proposed findings and to Dec. 7 for replies in proceeding on its application which is consolidated for hearing in dockets et al. Action Nov. 17.

By Hearing Examiner David I. Kraushaar

- On own motion, scheduled prehearing conference for Dec. 2 in proceeding on am applications cf Walterboro Radiocasting Co. (WALD) Walterboro, S. C., and Altamaha Bcstg. Co. (WBGR) Jesup, Ga. Action Nov. 14.
- Dismissed petition by Norwalk Bcstg. Co., (WNLK) Norwalk, Conn., for extension of time to exchange engineering exhibits without prejudice, however, to right of any party herein to contest late exchange by Norwalk of its draft engineering exhibits by filing suitable motion; Norwalk application is consolidated for hearing with group 3 in dockets. Action Nov. 16.



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- On own motion, continued Nov. 21 hearing to Dec. 12 in proceeding on am applications of Hennepin Bcstg. Associates, Minneapolis, Minn., et al. Action Nov. 18.

By Hearing Examiner Forest L. McClenning

- By order, formalized agreements reached at Nov. 15 prehearing conference in proceeding on application of David L. Kurtz for new fm station in Philadelphia, Pa.; continued hearing from Nov. 29 to Dec. 7. Action Nov. 15.

By Hearing Examiner Herbert Sharfman

- Scheduled further prehearing conference for group V for Nov. 30 in proceeding on am applications of Mid-America Bcstg. System Inc., Highland Park, Ill., et al. Action Nov. 17.
- Scheduled prehearing conference for Nov. 30 in proceeding on am applications of WCYN Radio Inc. (WCYN) Cynthiana, Ky., et al. Action Nov. 17.
- On request by College Park Bcstg. Co., and without objection by other parties (except for counsel for applicants KGMO and Noe, who were out of town when WCPK's counsel called their offices) further extended from Nov. 21 to Jan. 4, 1961 time to file proposed findings and from Dec. 20 to Feb. 6, 1961 for replies in proceeding on its am application WCPK et al College Park, Ga. Action Nov. 17.

By Hearing Examiner Elizabeth C. Smith

- Granted motion by E. C. Gunter and extended from Nov. 14 to Dec. 5 time for exchange of exhibits and from Nov. 21 to Dec. 12 for further prehearing conference in proceeding on its application and those of Abilene Radio and Tv Co. and Dornita Investment Corp. for new tv stations to operate on ch. 3 in San Angelo, Tex. Action Nov. 14.
- Pursuant to agreement of counsel, scheduled further prehearing conference for Nov. 18 in proceeding on applications of Skyline Bcstrs. Inc. and Earl McKinley Trabue for new am stations in Klamath Falls and Myrtle Creek, both Oregon. Action Nov. 14.
- Granted petition by James Porter Clark and reopened record in proceeding on am applications of Radio Muscle Shoals Inc. (WOWL) Florence, Ala., et al, for purpose of amending application of Fayetteville Bcstg. Co. (WEKR) Fayetteville, Tenn., to substitute Clark, an individual, for Fayetteville partnership, as applicant, and record closed. Action Nov. 15.
- Granted petition by Seven Locks Bcstg. Co., Potomac-Cabin John, Md., for leave to amend its am application to show removal of James A. Gustafson as vice president, director and subscriber to stock in corporation. Action Nov. 15.
- Granted motion by applicants, corrected transcript as proposed, and on own motion ordered that unless objection is made within 5 days transcript be further corrected in Greensboro-High Point, N. C., tv ch. 8 proceeding. Action Nov. 16.
- Granted petition by Radio Muscle Shoals Inc. (WOWL) Florence, Ala., and extended to Nov. 18 time to file proposed findings and to Dec. 5 to file replies in proceeding on its am application, et al. Action Nov. 17.
- Pursuant to agreement of counsel arrived at during Nov. 18 further prehearing conference in proceeding on applications of Skyline Bcstrs. Inc. and Earl McKinley Trabue for new am stations in Klamath Falls and Myrtle Creek, both Oregon, scheduled hearing to commence on Dec. 19. Action Nov. 18.

By Commissioner Robert T. Bartley

- Granted petition by Taft Bcstg. Co. and extended to Dec. 16 time to file replies to exceptions in proceeding on application of WHAS Inc. (WHAS-TV, ch. 11), Louisville, Ky., to change trans. and ant. location. Action Nov. 15.
- Granted petition by Broadcast Bureau and extended to Nov. 18 time to respond to petition by Gila Bcstg. Co. for reconsideration and grant without hearing of its applications for renewal of licenses of stations KCKY Coolidge, Ariz., et al, and for assignment of licenses to Earl Perrin Co. Action Nov. 17.

By Chief Hearing Examiner
James D. Cunningham

- Scheduled hearing for Jan. 11, 1961, in proceeding on applications of Western Bcstg. Co., R. L. McAlister and W. J. Harpole for new am stations in Odessa and Canyon, both Texas. Action Nov. 16.

BROADCAST ACTIONS
by Broadcast Bureau
Actions of November 18

WTVB-AM-FM Coldwater, Mich.—Granted acquisition of positive control by **E. Harold Munn Sr., Luella Mae, Lewis Edwin, E. Harold Jr** and **C. Ella Munn** (a family group) through purchase of stock by **E. Harold Sr.** and **E. Harold Jr.** from **Karl E. Kaellner.**

WCME-AM-FM Brunswick, Maine—Granted relinquishment of positive control by **Roger H. Strawbridge** through sale of stock to **William N. McKeen.**

KAPR Douglas, Ariz. — Granted license covering installation of new trans.

WRBC Jackson, Miss.—Granted license covering installation of new type trans.

KTIM San Rafael, Calif.—Granted license covering change of ant.-trans. location.

WRJN Racine, Wis.—Granted licenses covering installation of new trans.; and installation of old main trans. as aux. trans.

KYA San Francisco, Calif.—Granted license covering installation of new trans. as aux. daytime and alternate main nighttime with remote control operation.

WLEU Erie, Pa.—Granted license covering installation of new trans. as aux. trans.

WEEU Reading, Pa.—Granted license covering installation of new type trans.

WICE Providence, R. I.—Granted license covering changes in aux. transmitting equipment and increase in power.

KFSO San Francisco, Calif.—Granted license covering installation of new trans.

WGBS-FM Miami, Fla.—Granted license covering increase in ERP and ant. height, type trans. and ant., change trans. location and remote control point.

WELI New Haven, Conn.—Granted licenses covering change of aux.-alternate main trans. to aux. trans.; and increase in nighttime power, make changes in DA and ground systems.

WSSV Petersburg, Va.—Granted license covering increase in daytime power and installation of new trans.; subject to condition that license of WSSV shall take appropriate steps as may be necessary to prevent cross-modulation with operation of WPVA Petersburg, Va., resulting from use of increased operating power by WSSV and shall submit proof of such accomplishment.

WUTV(TV) Charlotte, N. C.—Granted extension of completion date to May 26, 1961.

Actions of November 17

KINT El Paso, Tex.—Granted mod. of license to change name to Radio KINT Inc.

KWCO Chickasha, Okla.—Granted mod. of license to change name to Bayard C. Auchincloss tr/as Washita Valley Bcstg. Co.

WDMJ Marquette, Mich.—Granted mod. of license to change studio location and operate trans. by remote control using DA-N; conditions.

WRUN-FM Utica, N. Y.—Granted cp to change frequency to 104.3 mc; install new ant. and new trans.; increase ERP to 100 kw, and ant. height to 500 ft.; remote control permitted.

WCUE-FM Akron, Ohio—Granted mod. of cp to change ant. and decrease ERP to 13 kw.

- Granted following stations extensions of completion dates as shown: WCUY(FM) Cleveland Heights, Ohio, to Jan. 2, 1961; WYOU(FM) Baltimore, Md., to Jan. 2, 1961; KRAE Cheyenne, Wyo., to Mar. 31, 1961; KDES Palm Springs, Calif., to Feb. 9, 1961; KPLA Plainview, Tex., to April 15, 1961; KEZE-FM Anaheim, Calif., to Feb. 28, 1961; WSBF-FM Clemson, S. C., to Jan. 10, 1961; WCRM Clare, Mich., to Dec 31, 1960; WKBX Kissimmee, Fla., to Feb. 28, 1961; WJW Cleveland, Ohio, to Feb. 2, 1961; KUTE(FM) Glendale, Calif., to Dec. 31, 1960, and WITY Danville, Ill., to Dec. 31, 1960.

Actions of November 16

- Granted STA for following vhf tv repeater stations: Bowdle Tv Assn., ch. 7, Bowdle City, S. D. (KDLO, ch. 3, Garden City, S. D.); Estes Park Cottage & Motel Assn., ch. 11, Estes Park, Colo.; Imlay "T"-"V," ch. 8, Imlay, Nev. (KOLO-TV, ch. 8, Reno, Nev.); Juliaetta Tv Assn., ch. 4, Juliaetta, Idaho.

WDXN Clarksville, Tenn.—Granted license covering increase in power and installation of new trans.

KYJC Medford, Ore.—Granted license covering increase in daytime power and installation of new trans.

- Granted licenses for following am stations: WCNL Newport, N. H.; KMIS Portageville, Mo., deletion of remote control operation and specify studio location; WEGP Presque Isle, Maine; KLIB Liberal, Kans., condition.

KREB Shreveport, La.—Granted license covering increase in daytime power and installation of new trans. specify use of new trans. for daytime use only and continue use of Raytheon trans. during nighttime operation.

KLIX Twin Falls, Idaho—Granted license covering increase in daytime power, change from DA-2 to DA-N, and installation of new trans.

WATR Waterbury, Conn.—Granted license covering increase in daytime power, installation of new trans. and changes in DA and ground system.

WDEE Hamden, Conn.—Granted license for am station.

KGIL San Fernando, Calif.—Granted license covering increase in daytime power, changes in daytime DA system and installation of new trans.; condition.

KDET Center, Tex.—Granted assignment of license to **Center Bcstg. Co.**

WCMO(FM) Marietta, Ohio—Granted license for noncommercial educational fm station.

■ Granted licenses for following fm stations: KTVA-FM Anchorage, Alaska; KVOR-FM Colorado Springs, Colo.

***KTCF(FM) Cedar Falls, Iowa**—Granted license for noncommercial educational fm station.

KVIC Victoria, Tex.—Granted license covering installation of new type trans.

KOGT Orange, Tex.—Granted license covering installation of new trans.

KVI Seattle, Wash.—Granted license covering installation of new trans.

KVOS Bellingham, Wash.—Granted license to use old main trans. as alternate main trans. nighttime and aux. trans. daytime at main transmitter site and operate by remote control.

KRVM(FM) Eugene, Ore.—Granted license covering change in studio and ant.-trans. location and change in ant. system; ERP 324 w, ant. height 28 ft.

Actions of November 15

■ Granted STA for following vhf tv repeater stations: Art Hibbs, chs. 9, 11 and 13, Westcliffe, Colo. (KOA ch. 4, Denver, KKTV, ch. 11 and KRDO, ch. 13, Colorado Springs, Colo); Kooskia Lions Club Inc., chs. 10 and 6, Kooskia, Idaho (KXLY-TV, ch. 4, KHQ-TV, ch. 6, both Spokane, Wash.); Conrad Tv Club, chs. 13, 11 and 7, Conrad, Mont. (CJLH. ch. 7, Lethbridge, Alberta, Canada, KFBB-TV, ch. 5, and KRTV, ch. 3, both Great Falls, Mont.); Bear Lake Tv Assn., chs. 10, 8, 12, Bear Lake Valley, 8, 10, and 12, Laketown, Utah and Idaho (KUTV-TV, ch. 2, KCPX-TV, ch. 4, KSL-TV, ch. 5, Salt Lake City, Utah); City of Manitou Springs, chs. 8, 3 and 6, Manitou Springs, Colo. (KCSJ-TV, ch. 5, Pueblo, Colo., KKTV, ch. 11, KRDO-TV, ch. 13, Colorado Springs, Colo.); Stanker Supply Co., chs. 7, 4 and 9, Cripple Creek, Colo. (KLZ-TV, ch. 7, KOA, ch. 4, and KBTV, ch. 9, Denver, Colo.); Husum Tv Assn. Inc., chs. 12 and 6, Husum, Wash. (KPTV, ch. 12 and KOIN-TV, ch. 6, Portland, Ore.); Miles City Milwaukee Service Club, ch. 4, Locate, and ch. 13, Miles City, Mont.; Custer T. V. Assn., ch. 12, Custer, S. D. (KTWO, ch. 2, Casper, Wyo.); Hulett T-V Club, ch. 11, Hulett, Wyo. (KOTA-TV, ch. 3, Rapid City, S. D.); Valdez T. V. Club, chs. 7, 2 and 9, Valdez, Colo. (KKTV, ch. 11, KRDO, ch. 13, Colorado Springs, Colo., and KCSJ, ch. 5, Pueblo, Colo.); Seligman Recreation Assn., chs. 10 and 7, Seligman, Ariz. (KOOL, ch. 10, Phoenix, Ariz. and KTVK, ch. 3, Phoenix, Ariz.); Junior Chamber of Commerce, chs 2 and 13, Neligh, Neb. (KOIN, ch. 2, Lincoln, Neb., and KTIV, ch. 4, Sioux City, Iowa); Boyd Erickson, chs. 8 and 4, Beverly, Wash. (KBAS, ch. 16, Ephrata, and KXLY, ch. 4, Spokane, Wash.); Woodruff City T. V., chs. 12, 8 and 10, Woodruff, Utah (KSL-TV, ch. 5, KCPX-TV, ch. 4 and KUTV, ch. 2, Salt Lake City, Utah); Selby Commercial Club, chs. 13 and 7, Selby, S. D. (KDLO, ch. 3, Garden City, S. D., and KFYR, ch. 5, Bismarck, N. D.); Seligman Recreation Assn., ch. 6, Seligman, Ariz. (KVAR, ch. 12, Phoenix, Ariz.); Henry Prokop, chs. 13 and 2, Verdigre, Neb. (KTIV, ch. 4, Sioux City, Iowa, and KELO, ch. 11, Sioux Falls, S. D.); Rangely Area T. V. Assn., chs. 5, 4, 2, 11, 13, 7, 9, Rio Blanco, Colo. (KSL-TV, ch. 5, KCPX, ch. 4, KUTV. ch. 2, Salt Lake City, Utah); Gunnison County Chamber of Commerce, Tv Div., chs. 2, Doyleville, Colo., 7, 2, 11, Gunnison, Colo., 6, Sapinero & W. Gunnison County, Colo., 11, 7, 13, Grace, Idaho, 11, 7, 13, Soda Springs, Idaho, 11, 7, 13, Bancroft, Idaho (KREY-TV, ch. 10, Montrose, Colo., KCSJ-TV, ch. 5, Pueblo, Colo., KOA-TV, ch. 4, Denver, Colo., KCPX, ch. 4, Salt Lake City, Utah, KUTV, ch. 2, Salt Lake City, Utah, KSL, ch. 5, Salt Lake City, Utah); Larry K. Boyd, Melvin Grasmick, ch. 8, Gering, Neb. (KDUH, ch. 4, Hay Springs, Neb.); Moapa Valley Tv Maintenance District, ch. 11, Overton, Nev. (KLAS-TV, ch. 8, Las Vegas, Nev.); City of Atkinson, ch. 13, Atkinson, Neb. (KPLO, ch. 6, Reliance, S. D.); Dunning Tv Booster, ch. 8, Dunning, Neb. (KHAS, ch. 5, Hastings, Neb.); City of Boise City, ch. 13, Boise City, Okla. (KVII, ch. 7, Amarillo, Tex.); Ramsey Mountain Tv. Assn., chs. 5-A, 8, 5-B, Lemhi River Valley, Idaho (KID-ch. 3, Idaho Falls, Idaho); Holly T. V. Inc., chs. 3 and 8, Holly, Colo. (KGLD, ch. 11, Garden City and KTVC, ch. 6, Ensign, Kans.); Elk Mountain Tv Co., chs. 11, Saratoga, Wyo., 12, Elk Mountain, Wyo., 8 and 6, Encampment, Wyo. (KFBC-TV, ch. 5, KTWO-TV, ch. 2, Casper, Wyo.); Lakeside Community T. V., ch. 2, Lakeside, Ore. (KOIN-TV, ch. 6, Portland, Ore.); Monument T. V. Inc., ch 10, Monument, Ore. (KTVB, ch. 7, Boise, Idaho); Gunnison County Chamber of Commerce—Tv Div., chs. 12, Pitkin & Ohio, Colo., 12, Crested Butte, Colo., 6 and 3, Almont & Jacks Cabin, Colo., 4, Doyleville, Colo., 13, Gunnison and Doyleville, Colo. (KCSJ-TV, ch. 5, Pueblo, Colo., KREY-TV, ch. 10, Montrose, Colo., KOA-TV, ch. 4, Denver, Colo.); Warland T. V. Club, ch. 7, Warland Community, Mont. (KXLY, ch. 4, Spokane, Wash.); Ashland T. V. Club, ch. 5, Ashland, Mont. (KOOK, ch. 2, Billings, Mont.); Pateros Brewster Tv Assn. Inc., ch. 2, Brewster, Wash. (KREM, ch. 2, Spokane, Wash.); Village of Elgin, ch. 13, Elgin, Neb. (KTIV, ch. 4, Sioux City, Iowa); Circle Tv Booster Club Inc., ch. 13, Circle and Brockway, Mont. (KDIX-TV, ch. 2, Dickinson, N. D.); Shiprock Non Profit T. V. Assn., ch. 11, Shiprock, Kirtland, Waterflow, and Chinle, N. Mex. and Ariz. (KOB, ch. 4, Albuquerque, N. Mex.); Palisades Employees Assn., ch. 2, U. S. Government Townsite, Palisades, Idaho (KID, ch. 3, Idaho Falls, Idaho); Jack E. Reinsch, ch. 11, Ketchum, Idaho (KLIX, ch. 11, Twin Falls, Idaho); Greer Community Tv., ch. 3, Greer, Idaho (KREW, ch. 3, Lewiston, Idaho); Reservation T. V. Inc., ch. 4, Greencreek, Idaho (KXLY, ch. 4, Spokane, Wash.); Kenneth Marcy, ch. 13, Scott City, Kans. (KTVC, ch. 6, Ensign, Kans.); Alzada, T. V. Club, ch. 7, Alzada, Mont. (KOTA-TV, ch. 3, Rapid City, S D.); Alvin Rovero, ch. 7, Seeley Lake and Placid Lake, Mont. (KMSO-TV, ch. 13, Missoula, Mont.); Garfield T. V. Club, ch. 10, Jordon and Brusett, Garfield County, Mont. (KOOK, ch. 2, Billings, Mont.) Noxon Community Center Inc., ch. 4, Noxon, Mont. (KXLY, ch. 4, Spokane, Wash.); Plevna T. V. Booster Club, ch. 7, Plevna and South of Plevna, Mont. (KDIX-TV, ch. 2, Dickinson, N. D.); Sunburst Tv Assn. Inc., ch. 4, Sunburst, Mont. (CJLH, ch. 7, Lethbridge, Alberta, Canada); Shields River Free T. V. Inc., ch. 10, Shields River Valley, Wilsall, Clyde Park area, Mont. (KGHL, ch. 8, Billings, Mont.); St. Regis Tv Booster Club, ch. 4, St. Regis, Mont. (KXLY, ch. 4, Spokane, Wash.); Strater Tv Club, ch. 11, Strater, Mont. (KOOK-TV, ch. 2, Billings, Mont.); 3 V's T. V. Club, ch. 7, McQueen and Meaderville, Butte, Mont. (KMSO, ch. 13, Missoula, Mont.).

WDOW Dowagiac, Mich.—Granted license for am station and specify studio location.

***WBST(FM) Muncie, Ind.**—Granted license for noncommercial educational fm station.

WYSL-FM Amherst, N. Y.—Granted license covering change of type trans.

WELM Elmira, N. Y.—Granted license covering change in facilities, installation DA for night use, make changes in ground system, change ant.-trans., installation new trans. and delete remote control operation.

KROC Rochester, Minn.—Granted license covering increase in day power, installation new trans., change trans.-ant. location, installation of DA-D, changes in ant. and ground systems and operate trans. by remote control while using non-DA.

WNEL Caguas, P. R.—Granted mod. of cp to change type trans.

WYAL Scotland Neck, N. C.—Granted authority to remain silent for period ending Dec. 1.

Actions of November 14

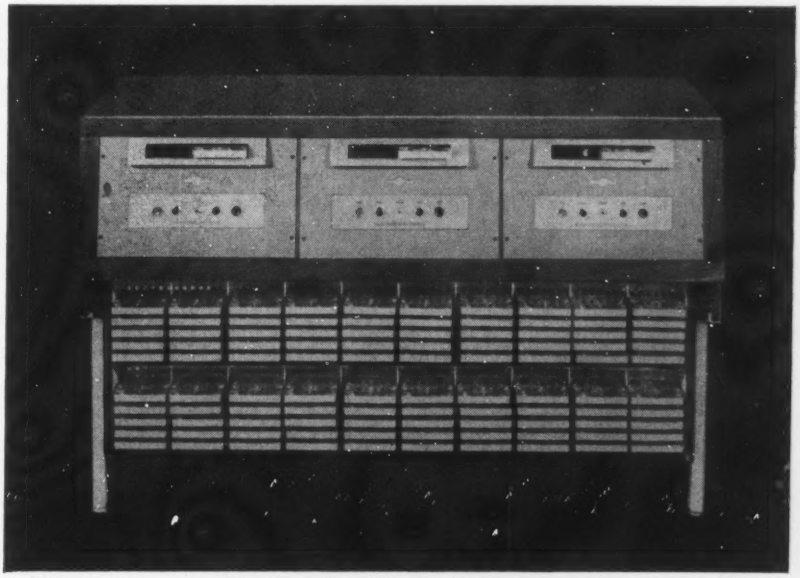
■ Granted STA for following vhf tv repeater stations: Pilgrim Creek Tv Assn., ch. 4, Pilgrim Creek, Mont.; Beaver Lions Club Tv Committee, chs. 5, 4 and 2, Manderfield, Beaver City, Greenville and North Creek, all Utah (KSL-TV, ch. 5, KCPX, ch. 4, KUTV, ch. 2, Salt Lake City, Utah); Elkton Tv Assn., chs. 2 and 6, Elkton, Ore. (KVAL, ch. 13, Eugene and KOIN, ch. 6, Portland, Ore.); Silver Lake Community Tv Assn., ch. 4, Silver Lake and Fort Rock, Ore. (KOIN, ch. 6, Portland, Ore.); Wildhorse Farmers

Continued on page 99

Collins Automatic Tape Control is the perfect answer to automatic programming. Just insert the tape cartridge, push one button, and you're certain of reliable performance. More than 500 radio stations own the network-approved, internationally-used Collins Automatic Tape Control.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA



syllable-separating start and stop time of less than 0.1 second • 7.5 inch/second tape speed • frequency response ±2 db, 50-12,000 cps • less than 0.2% rms wow and flutter • programming segments from 40 seconds to 31 minutes • remote control available. For more information contact your Collins sales engineer or write direct.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Manager, dependable, sober Milwaukee County, new FM, strong sales programming as AM, well financed opening 90 days, real opportunity. References. Box 802C, BROADCASTING.

Manager—heavy on sales—for new eastern 500 watt daytime radio station. State full background, references. Box 931C, BROADCASTING.

Leading 5 kw independent in major eastern market has opening for general manager. Experience should include sales and station management in smaller market. Incentive pay arrangement. Replies confidential. Box 122D, BROADCASTING.

Southern Group—see our ad under Help Wanted—Sales.

Sales

South Florida calls. Before winter strikes, make the move you've dreamed about. Fulltimer metro market needs salesman at least two years experience. Good opportunity for you to work up in one owner chain. Box 259C, BROADCASTING.

35% commission, $40 per week, in medium size midwest market. Very prosperous fm only. Opportunity to advance to sales manager with considerable salary increase. Box 502C, BROADCASTING.

Radio time salesman with drive and imagination. Guarantee plus top commission. San Diego market. Box 739C, BROADCASTING.

Wanted: Salesmen who can sell, country and western station, board work optional, salary. Box 852C, BROADCASTING.

Opportunity for energetic salesman of good character for network station in Texas resort city. Box 891C, BROADCASTING.

National sales manager. 5,000 watts regional station serving eastern agricultural market, wants manager to contact agencies and supervise regional sales. Box 927C, BROADCASTING.

Southern group—Top-rated metropolitan stations—seeks 2 salesmen—30-40, married. Liberal quarantee—moving expenses, rapid advancement. Prefer residents of Texas, Louisiana, Arkansas, Tennessee, Alabama, Georgia, Mississippi. Send photo, resume Box 977C, BROADCASTING.

Salesman-announcer with first ticket for western Pennsylvania. Short board shift. $110 per week guarantee against commission. Good chance for advancement in chain. Send resume and tape to Box 971C, BROADCASTING.

Primarily we are looking for an experienced salesman, but he should be able to do a good selling job on the air if necessary. Our adult programmed station has much to offer. Good income, solid future and pleasant working conditions in a Virginia college community. Please send resume and tape, stating starting income. Box 150D, BROADCASTING.

Creative salesman for America's beauty spot. 142,000 market. Salary based on your record; subsequent adjustments against 17½%. This is no place for kids. You'll sell a quality popular music format plus the greatest coverage against four competitors. If you're experienced, capable; airmail photo, personal resume and past sales information. J. D. Hill, Box 764, KSSS, Colorado Springs.

Help Wanted—(Cont'd)

Sales

Opportunity for experienced salesman for the number one rated Hooper and Pulse radio station, $6,000.00 plus . . . position leading to sales manager . . Send complete information to James Psihoulis, Radio Station WKWK. Wheeling, W. Va.

What proposition acceptable? Phone or write W-RIP, Chattanooga.

Want to live in Florida? In the nation's fastest-growing metropolitan market? In Florida's most beautiful city? Send background and photo to Dick Doty, General Manager, WWIL, Ft. Lauderdale, Florida.

Representative wanted in your territory. From your desk you can earn a substantial addition to your income. Only written contacts with your clients! Write for particulars and further details to VKK-office. Vienna 66, P.O.B. 128, Austria.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Announcers

1st phone man limited experience and voice beginner can fit this bill. Get your engineering and voice experience at a top flight power station. Many extras. Located Illinois. Box 856C, BROADCASTING.

Experienced, well-educated announcer for south Texas network station. Box 888C, BROADCASTING.

Mature announcer. Permanent position in one of southeastern Massachusetts oldest stations. No rock and roll. Send tape, resume, photo and salary requirements to Box 919C, BROADCASTING.

Experienced morning negro disc jockey capable of handling rhythm and blues show. Must be able to conduct record hops and have first class ticket. Good metropolitan Florida location. Box 991C, BROADCASTING.

Wanted: Combination newsman-announcer for good Michigan market. Send tape, picture, resume first reply. Box 992C, BROADCASTING.

Trade your snow shovel for a palm tree! South Florida calls fast paced format radio d.j. At least two years experience. Ideal living, working conditions. Rush tape, resume Box 102D, BROADCASTING.

Young, energetic newsman who wants valuable experience, as No. 2 man at strong midwest station in medium sized market. Willing to train right man good on city beat and airwork. Send tape, picture and background. Box 109D, BROADCASTING.

Two good announcers with first class license. New station, excellent market, fine opportunity. State qualifications and salary. Write Box 110D, BROADCASTING.

Experienced announcer with first class ticket for well established swinging North Carolina fulltimer. Rush photo, tape, experience and salary expected. No maintenance. Box 111D, BROADCASTING.

Combination engineer and announcer, with first class license, to handle evening announcing shift. Up and coming new station in northeast offers excellent opportunity to the right man. Box 124D, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Wanted: Exerienced staff announcer for 5000 watt Pennsylvania station. Must be good board man, good on news and commercial work. Good starting pay with increases. Many extra benefits. Box 139D, BROADCASTING.

Announcer with first class ticket for new station in Winchester. Send resume and references. Box 140D, BROADCASTING.

#1 rated station, large metropolitan market, Great Lakes area, looking for swinging d.j. ready to move up to fast paced afternoon top 40 show. Formula experience preferred. Send resume, photo, recent earnings, tape to Box 143D, BROADCASTING.

Radio announcer-salesman with first-class phone license . . . by top-rated am-fm station "In sunny California" . . . $325 month for 30 hours board work weekly plus 20% on sales Write Box 2185 or phone Overland 8-1570, Riverside, California.

1st class ticket—combo dj needed immediately. No maintenance required. Please send background resume and tape covering dj and news work. Salary commensurate with ability and experience. Will consider new entrants to field, since opening is for night shift. KWBB, Wichita, Kansas.

Wanted, dedicated, experienced and enterprising radio newsman immediately. Good oportunity for hustler at one of the nation's great stations in the south. Call or wire Frank Page, KWKH 50,000 watt, SH422-8711, Shreveport, La.

Growing southern chain needs versatile announcer. Good pay and opportunity to sell with excellent commission rate. Looking for a job with a future? Contact Wayne Sims, WARF, Jasper, Alabama.

Morning man for station with wall to wall music, no r&r, no top 40. Work morning shift and sales. Needed immediately. Contact Fred W. Cale, WDOG Radio, Marine City, Michigan, Rockwell 5-7944.

Wanted staff announcer. News, record shows, run own board. Daytimer. Send tape, resume, photo WNIL, Niles, Michigan.

Immediate opening for announcer with first phone license. Light maintenance. WSYB, Rutland, Vermont.

Creativity. The sounds that build your rating. Offering specially taped one liners unique and professional. Over 100 original wild tracks successful in major markets. $10.00 cash or money order buys entire package. First come basis. Samples one buck and your tape. Eastman Productions, 1836 Jackson Street, Hollywood, Florida.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Technical

Engineer or combo man first phone, 1000 watt. Call collect Danville, Illinois, HI 6-1312.

Chief for 1,000 directional in America's beauty spot. Maintenance and limited transmitter shift. New equipment. Salary commensurate with ability. Send photo, personal resume, background to J. D. Hill, Box 764 KSSS, Colorado Springs.

Help Wanted—(Cont'd)

Technical

Skier? Young first-class ticket wanted who can announce or sell. Area is ski-heaven. Salary open. WBNC, Conway, N. H.

Transmitter engineer. #1 station, Illinois' second market. Permanent position with excellent working conditions. Opportunity to share mobile equipment maintenance and facilities development. Write R. D. Schneider, WIRL, Peoria, Ill.

First class engineer for transmitter duty. Also need combo dj for number 1 station, 50,000 market. Contact Bill Hudson, Program Director, WKYB, Paducah, Kentucky.

Engineer for radio. Chance to work into tv. Some experience preferred, but not necessary. Reply to Glenn Winter, WSBA, York, Pennsylvania.

Chief engineer or combo chief and announcer. Salary open. WVOS, Liberty, New York.

Consulting engineer. Broadcast experience or degree. Will train qualified beginner. Am-fm-tv allocation and field work. Resume to: Walter F. Kean, 19 E. Quincy St., Riverside, Illinois (See Professional Cards).

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Production-Programming, Others

Experienced, persuasive copywriter for network Texas resort City. Box 889C, BROADCASTING.

Texas station needs experienced dependable traffic manager. Box 890C, BROADCASTING.

Western midwest single station market needs experienced sports-sales combination, or sports-news director. State's number one sports station. Write Box 980C, BROADCASTING.

Promotion and creative genius wanted by prominent, adult format, west coast 50,000 watt radio station. Must be able to conceive and handle on and off the air station promotions. If you have a broad background in radio programming, and can produce new and fresh ideas, send resume, photograph, tape and salary requirements for immediate consideration. Box 101D, BROADCASTING.

Unusual opportunity for salary and advancement in small but hustling Carolina market for man with ideas who can write and do production. Box 130D, BROADCASTING.

Expanding medium midwest market demands expanded new operation. Good chance for advancement. Salary open. Prefer experience but will consider beginner with B.A. Send complete data, tape and salary requirements first letter. Box 133D, BROADCASTING.

Immediate opening for fulltime experienced news director. Tell all in letter, include recent photo, professional and credit reference, salary requirements, etc. Also audition tape. Send to Manager, KGFW, Kearney, Nebraska.

Suffering "Cramped Creativity"? Mature, experienced man to program-air-sell 8 p.m. to midnight program, "Kaleidoscope," 5 days. 142,000 market. Salary based on experience; subsequent adjustments against 17½%. Air mail tape, photo, personal resume and past sales information. J. D. Hill, Box 764 KSSS, Colorado Springs.

Open, a permanent position in radio copy. Past experience and good record necessary. Good pay, pleasant living conditions in Kenosha, Wisconsin. Midway between Milwaukee and Chicago. Call or write Bill Lipman, WLIP.

Experienced spot commercial writer to write continuity and make up book. Give complete details about yourself, references and samples. WNXT, Portsmouth, Ohio.

RADIO

Situations Wanted-Management

Take reliability, versatility and stability; add fifteen years experience plus a high profit management record; conclude with the love of mature radio plus the desire to advance . . . if you'd like more on this man, inquire. (P.S. first class license too). Box 942C, BROADCASTING.

Southeastern radio station manager permanently employed at solid money making station, desires make change due to present remuneration and potential advancement. Consider small station management, medium or metropolitan sales. Prefer partial ownership. Box 963C, BROADCASTING.

Interested profit sharing management or leasing opportunity. Profit increases guaranteed. Confidential. Box 976C, BROADCASTING.

Sales, general manager. Excellent salesman, capable supervisor. 37, married, college. Box 989C, BROADCASTING.

Experienced sales manager with daytimer desires to join fulltimer, in midwest. 10 years radio-television background. Family man, 30, B.S. and top references. Box 995C, BROADCASTING.

Manager: Station I'm now managing lost $35,000—1957; $45,000—1958. 1959, my first year—fair profit. 1960—good profit. My owner plans to accept "can't refuse offer." It figures, I should look around. Four year comparative financial statements available showing my ability; prior excellent record manager/sales manager; present owner's endorsement; bonafide industry references. Your contact appreciated. Will hold strictest confidence. Box 996C, BROADCASTING.

Thank you for the response . . . still considering offer of position as general manager with definite future! 35, married, one child, college degree, well seasoned sales manager. Still answering previous ad response. Box 121D, BROADCASTING.

Owners desiring station manager who can; maintain stations prestige position, increase volume and profits, are urged to write fully to this highly successful sales manager. Box 126D, BROADCASTING.

Experienced, successful manager seeking urban relocation in east. Right second spot considered. Best references. Box 136D, BROADCASTING.

Small or medium market station owners: Wanting to increase sales, profits, build corporate image? Could you use a manager/sales manager who, in five months, put a station at break-even point first time in three years? Doubled local sales in six months for bottom rated metro station. Increased sales in metro market station from $13,000 to $20,000 month average in one year. 15 years experience all phases programming, promotion, sales management, management. Broad agency level experience. Highly recommended as top creative salesman. Small town boy with big market experience preferring joys of smaller market. Box 148D, BROADCASTING.

Sales

Young, experienced salesman desires sales, small interest in midwest station. Radio major, journalism graduate. Box 986C, BROADCASTING.

Go-getter—Young and aggressive. Four years experience an announcer-salesman and announcer. Want fulltime sales. 26, married, college graduate. Box 103D, BROADCASTING.

Announcers

Basketball play-by-play seven years experience, finest of references. Box 747C, BROADCASTING.

Announcer, chief engineer, production, program director. Directional, major market experience. Box 784C, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Beginner, disc jockey, knows music, writes jingles, news editing, music library, mild cerebral palsy. Tape resume. Box 921C, BROADCASTING.

Announcer personality, dj. Experience, will settle. Not a floater. Box 922C, BROADCASTING.

6 years experience; college degree radio-tv; first ticket; presently employed. Desire news-sports position west coast. Box 933C, BROADCASTING.

Announcer with 1st class ticket, steady, versatile. Wants progressive station in midwest. Excellent references. Box 948C, BROADCASTING.

Experienced negro gospel and r&b dj. Also sports announcer. Box 988C, BROADCASTING.

Announcer, dj, family man, experienced, will settle, salesman. TR 6-1291, N.Y.C. Box 112D, BROADCASTING.

15 years of solid radio experience: looking for right good music station. Family man, with excellent references. Well versed in sports play-by-play, baseball, football, basketball. Program directing and staff announcing. Prefer southwest or west. Might consider other locations. Minimum starting salary of $175 weekly. Plan to make right city my new home. Complete audition upon request. Box 993C, BROADCASTING.

Young man desires a good start in radio or television, two years of college and broadcasting school training. Box 997C, BROADCASTING.

Announcer/program director. Versatile. News. Adult music. Sports. Quality production. Box 998C, BROADCASTING.

New England only. Seek permanency. Two years experience. Available for personal interview. Try me. Box 999C, BROADCASTING.

Morning dj-newsman with 2 years commercial experience, has first phone. Trained all phases television production. Prefer modern operation. Box 100D, BROADCASTING.

Mature, friendly sound, eight years experience, reliable, family man, creative, ten dialect voices. Strong commercial, dj, news, sports. Box 104D, BROADCASTING.

16 months intensive fast-format dj experience. College, vet, single. Presently employed, go anywhere. Box 106D, BROADCASTING.

Top sports man, 14 years experience. Best references. West location. Box 108D, BROADCASTING.

Announcer, experienced, family man, dj, fast ad-lib, board. TR 6-1291, N.Y.C. Box 113D, BROADCASTING.

Announcer with creativity. Veteran, 25, college graduate, with N.Y. network. Production with imagination. Music and news stations write immediately. Box 119D, BROADCASTING.

Female, employed in radio announcing, seeking new location. Tape on request. Box 120D, BROADCASTING.

College grad—12 years news—production—staff. Wish to relocate to California or northwest. Box 125D, BROADCASTING.

Thank you for stopping: Mature family man. Plenty of radio know-how (not a know it all). Versatile personality, can swing with the best. Produce production spots which cause comment. Two years experience as program director. Nose for news. Large market only. Now, read the rest and compare! Box 132D, BROADCASTING.

Announcer-salesman. 6 months in boondocks. College, professional training, veteran, single. Available January 1961. Box 134D, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Young experienced "personality plus" d.j. Good references. Can promote with appearances and hops. Box 137D, BROADCASTING.

Announcer with 1st phone. Can do maintenance. Dependable, family man. 2 years experience. Box 138D, BROADCASTING.

Attention eastern stations—Deejay, young, experienced, talented, with voice looking for growing station. Box 144D, BROADCASTING.

Available for immediate audition. Experienced in all phases radio, tv, production, etc. Minimum $150 per week. Write Box 145D, BROADCASTING.

Staff announcer: Adult programming adaptable; cooperative; family man seeking larger market. Preferably northeast. Box 146D, BROADCASTING.

Swingin' dj, college grad, experienced, 24, single, want hops, appearances. Box 147D, BROADCASTING.

See ad on page 98. "Mature announcer."

Mature, experienced announcer seeks permanent position on eastern seaboard—Personal interview preferred. (Tapes available). Restricted ticket. Call Monument 2-9126 or write David Arthur, c/o Gotthelf, 124 W. 93rd St., N.Y. 25, N.Y.

Experienced staff-announcer Single, 29, travel. Minimum $80-85. Bob Cohen, 234 Crescent St., New Haven, Conn. UN 5-3528.

Negro announcer—smooth delivery, good sale and tight production. Will travel. Sol Brown, 5950 N. 16th St., Phila. 41, Pa.

Eight months experience as radio announcer, good speech, music and sales background. Request midwest station and good pay. Write John Fulkerson, 547 West Evelyn, Freeport, Illinois.

D.J. experienced. Specializing in country and western music. Morning man. All phases of morning show. Ad lib. Married. Mature. Ferris ("Kit") Kithcart, R.D. #1, Newark Valley, New York.

D-Js experienced. Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd Street, New York City.

Situations Wanted—(Cont'd)

Announcers

Announcer-dj, qualified pd, 28, family. Handicapped. No screamer, no drifter. Ray Poole, c/o KDZA or 306 W. 13th, Pueblo, Colorado.

Technical

Experienced first phone. Will travel. Box 31393, Los Angeles 31, California.

New York network studio engineer-first class resume 519 Westchester Avenue, Mt. Vernon, N. Y.

Willing to learn your way. Have first phone, some technical ability; will announce, contact Noel Oatman, 3905 Atlas, El Paso, Texas.

Experienced am-tv transmitter operator wants job at once. Jefferson Rice, 708 Central, Bentonville, Arkansas.

Production-Programming, Others

Here's a level headed man who knows promotion. Background includes eight years managing good stations, also selling, programming and announcing. Present position seven years. Prefer southeast. Box 944C, BROADCASTING.

Available station program director with years of experience in every field of program planning and management. Excellent references. Fine track record. Write to Box 994C, BROADCASTING.

Program director now available. 15 years broadcast veteran now in major market station. Professional voice, know music and good production. No top 40. Best references from present employer. Box 105D, BROADCASTING.

Sports director/sports play-by-play/announcer five years experience in sports play-by-play of high school and college basketball, football, top notch semi-pro baseball, all sports directing, and announcing. Thirty years old, married, three children. Turning down possibility of managerial position to stay in this phase of broadcasting. Present salary $110.00 weekly (40 hours), plus sports talent. Can furnish good references and air checks on request. Box 123D, BROADCASTING.

WE ARE LOOKING—ARE YOU?

Men and women are needed

We are one of the best broadcast operations in California and we have been scouting for months for the right kind of people to fill several vacancies in our expanding radio, tv, fm and Muzak operations. Sure, we are hard to please. Our standards are high.

We demand mature people with the ability to use discretion and make intelligent decisions. We want men and women who love the broadcast field and who can creatively and energetically take pride in a job well done. The people we now have believe in "Doing a job"—not "Talking about it." The people we want are always looking for a better way to do things—to improve and to grow.

If you think you are such a person and would like an ideal California medium market, (and you are positive you want to live in California), then here is what we need: Executive-type women who can fill positions in promotion, traffic, accounting and continuity; good announcers with 1st class tickets; a good radio chief engineer who can announce; a hard digging newsman who can gather, write and announce news; top flight salesmen for radio, TVA and fm. Our people are paid well. We have many fringe benefits, including the opportunity to grow with an organization which now includes stations, with more in the future if we can produce. Our plans include a profit sharing pension trust and our people have security. No politics in our organization.

If you are looking for an opportunity and are willing to work hard, then give us all the information in the first letter, plus a tape if you announce, and a photograph if you want tv. Address all replies to:

Box 978C, BROADCASTING

Situations Wanted—(Cont'd)

Production—Programming, Others

Experienced program director wants new location Wisconsin, Minnesota, Michigan. Available now. Married, family. Box 127D, BROADCASTING.

Program director-announcer, employed, 10 years experience, 28, family, desires midwest. Interview required. Box 128D, BROADCASTING.

Newsman. Currently news director at small radio station. Want to relocate in radio or tv. 25, single, college grad, vet, excellent references. Box 131D, BROADCASTING.

TELEVISION

Help Wanted—Sales

Film salesmen, major U.S. markets, for new series humorous color tv commercials. Enjoyable, saleable material specializing banks, finance. Send qualifications to: Box 149D, BROADCASTING.

One hourly rate is $1,000.00; we cover 466,640 tv homes in the industrial heart of the progressive Piedmont area of North Carolina. We're a CBS affiliate now in our 12th year. Need an experienced man to serve as our local/regional sales manager. Background, experience and character are important. Exceptonal opportunity, immediate opening. Write fully, in confidence, include snapshot, to Dick Holloway, Salesmanager, WFMY-TV, Greensboro, North Carolina.

Pursuasive, energetic, experienced tv time sales for top 50 local market write or call Joel Leonard, 803 E. Indianola Ave., Youngstown 2, Ohio.

TV film salesmen, all regions of USA, selling new children's animal series, commission. TV Associates, 62 Pinehurst St., Lido Beach, LI, New York.

Announcers

Experienced announcer or announcer-switcher for Colorado tv station after first of year. Permanent position. Send complete details, photo and tape. Box 985C, BROADCASTING.

Experienced, mature announcer with good commercial style for NBC-TV affiliate in south Texas. We are interested in permanent addition to our present staff. Send picture, voice tape and references to Lynn Pentony, P.O. Box 840, Corpus Christi, Texas.

Technical

Major west coast market has opening for technician. Reply Box 843C, BROADCASTING.

Wanted, one first-class radio-phone licensed television engineer capable of maintenance, transmitter maintenance and video switching duties. Station full power, uhf operation located in up-state New York. Box 114D, BROADCASTING.

Two engineers with first phone. Consider tv tech school grad. Prefer man with some electronic service experience. Send resume and photo to John Seide, KNOP-TV, North Platte, Nebraska.

Engineer wtih strong mechanical aptitude for maintenance of microwave system. Must have FCC first or second phone and experience necessary to assume responsibility for system with minimum of supervision. Good salary with expense allowance while in field. Contact Chief Engineer, KOAT-TV, Albuquerque, New Mexico.

Maintenance engineer needed for maximum power vhf station. Gulf coast of Texas, shirt sleeve weather year around. No operating or board shifts. 2 or 3 years maintenance experience with RCA equipment required. Contact Jerry E. Smith, Chief Engineer, Box 840, Corpus Christi, Texas.

TELEVISION

Situations Wanted—Management

Pennsylvania radio sales manager wants tv offer east only. Employed. Box 987C, BROADCASTING.

Sales manager seeks greater opportunity larger market. Exerienced, capable, conscientious. 116D, BROADCASTING.

Sales

Experienced sales manager, small market, interested relocating. Consider all areas. Box 117D, BROADCASTING.

Technical

Experienced, mature broadcast engineer. AM-FM-TV and microwave. Supervisory studio and transmitter planning, installation and administration. Box 107D, BROADCASTING.

Graduating production trainees available. Recommendable personnel who handle equipment like veterans. Contact Intern Supervisor, WTHS-TV, Miami.

Production-Programming, Others

1960 college graduate desires employment in production and programming. Write: Owen E. Bauer, 4341 Blue Rock Road, Cincinnati 39, Ohio.

FOR SALE

Equipment

Ampex 601, low impedance input—$450.00. Telefunken U-47 microphone, complete—$225.00. Presto disc recorder, 6D, 16 inch—$150.00. Presto disc recording amplifier—$75.00. Two sets Rangertone disc recorder and amplifier — $375.00/set. Box 818C, BROADCASTING.

Remote control system, Gates RDC-10 for 1 kw transmitter. Combined operation after one year use in daytimer. Available immediately. Excellent condition. Best offer over $600. Call or write WFRB, Frostburg, Md.

An entire uhf television station—Channel 26—for lease or sale. No license or cp—just equipment. WHUT, Anderson, Indiana.

Continental Towers, Inc. Tower erection and maintenance. 13 Beech Road, Glen Burnie, Maryland. 24 hour service—Southfield 6-6855.

Anything in broadcasting field from a tube to a tower sold or bought. Electrofind, 440 Columbus Ave., N.Y.C.

Video monitors. Closed circuit and broadcast. Foto Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Video monitors-demo units. We're moving to our new plant in New Brighton, Minn. Several used lab and demo video monitor. 17" models $185.00 @ new warranty, Miratel, Inc., New Brighton 12, Minnesota.

Attention—AM and FM station owners. Automate and economize with a Seeburg 200 library unit. Units are in perfect working order. Available for immediate shipment. Price $350.00 each, F.O.B. Memphis. Contact Music Systems, Inc., 407 Madison Avenue, Memphis, Tennessee. JAckson 5-6091.

WANTED TO BUY

Stations

Construction permits in Arizona, New Mexico, Nevada and California wanted. Will buy all or majority at top prices. Do not reply after December 31. Kandel Corp., 4010 Virginia Ave., S.E., Charleston, W. Va.

WANTED TO BUY

Equipment

Presto 6N or 8N lathe. State condition, lead screws, head and price. Box 118D, BROADCASTING.

Two Ampex 450B tapers, rack mounted. Send complete details. Box 135D, BROADCASTING.

Wanted immediately good used 500 watt am broadcasting transmitter. Must be in good operating condition. Call or wire Joseph Brandt, Radio Station KRUX, Sahara Hotel, Phoenix, Arizona.

Wanted: Used PT-6P Magnecord amplifier in good condition. KWHW, Altus, Oklahoma.

General Radio 731-B modulation monitors, need not be operating condition but repairable. Consultant Associates, Box 2, Rutland, Vt.

Wanted: 1 television filter plexer, uhf, preferably Channel 43, RCA. Will consider other channels. Norwood Patterson, 1111 Market Street, San Francisco, California.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 4, March 1, 1961. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC license. Resident class or correspondence. First class license instruction completed in five or six weeks. No added cost for added time, if needed. This is the shortest, most practical and least expensive training course of its kind. Free literature. The Pathfinder Method, 5504 Hollywood Boulevard, Suite #216, Hollywood, Calif.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

MISCELLANEOUS

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

FOR SALE

BROADCASTING SCHOOL

In middle Atlantic major market. Doing tremendous business. Great opportunity as owner has other interests. Present management available. Asking $110,000 with $50,000 down. Principle.

Box 141D, BROADCASTING

RADIO

Help Wanted—Announcers

OUTSTANDING

OPPORTUNITY

For mature morning man with top metropolitan Canadian station. Sincere warmth essential. Music policy middle-of-the-road.

Apply

Box 932C, BROADCASTING

We Need . . . A Pro

Primarily for D.J. but with news experience. Crack station in Ohio's third market. No Rock, but tight operation. Salary open. Interested? Send tape, picture and full information to:

Box 142D, BROADCASTING

Standards Are High

If you are intelligent—

If you are professional—

If you can measure up to the high standards of a quality station—

WWJ Radio has an opening for an announcer to handle both staff and record show assignments.

Send tape, photo and resume to:

PROGRAM MANAGER
WWJ RADIO
DETROIT 31, MICHIGAN

Production-Programming, Others

OPPORTUNITY

SHARP WRITER for commercial, promotional and contest copy. Send samples of your work.

DYNAMIC NEWSCASTER. Send tape (7½).

Contact:

Jerry White, Program Director
WPEN—2212 Walnut Street
Philadelphia 3, Pennsylvania

Help Wanted—(Cont'd)

Production—Programming, Others

Latin America!
UNUSUAL OPPORTUNITY
For Unusual Person!

Fast moving Radio-TV operation affiliated with ABC International with solid U. S. and Latin American backing wants Radio Program Director for new station.

Must have the following qualifications:

***Speak FLUENT Spanish**

***Solid experience in TOP-40 or Music & News format in U. S. and have ideas on how to make same swing in Spanish.**

An outstanding career opportunity in a fast growing Central American Market is offered to the person who can meet our qualifications.

Write full resume.

Box 785C, BROADCASTING

RADIO

Situations Wanted—Announcers

MATURE ANNOUNCER
AVAILABLE NOW!

Experienced AM-FM-TV. No clown. Sensible, intelligent delivery. Strong on news and good music. Run a tight board. No floater. Married. Desire permanent location. $100 minimum. Box 1666, Decatur, Alabama. Telephone EL 3-0429.

TELEVISION

Help Wanted

Production-Programming, Others

WFMY-TV
GREENSBORO, N. C.

Has excellent opportunity for a smart promotion-public relations man to head its promotion department. This job must have a man with broad experience. He must be familiar with layout, be a capable writer and research minded. Submit application with full information on experience, samples of work and photograph to General Manager, WFMY-TV

TELEVISION

Situations Wanted—Management

TV OR RADIO MANAGEMENT

Seven years TV, eight radio program and sales planning experience, much as part of ownership team. Young, aggressive, with excellent administrative ability. Prefer west, but will go anywhere for right situation. Agency and public relations posts also considered.

Box 894C, BROADCASTING

Situations Wanted—(Cont'd)

Management

TV SALES MANAGER
OF REP FIRM
SEEKS STATION POSITION

Presently employed, national sales manager of well known National Representative would like station sales-management. 33 years old, married, with network sales, production background.

Box 115D, BROADCASTING

FOR SALE

Equipment

High performance **Low Cost**

SUBCARRIER GENERATOR
Model SCG-2

For FM multiplexing, complete with automatic muting, deviation meter, and regulated plate and filament power supply. Write for Bulletin #203.

MOSELEY ASSOCIATES
P. O. Box 3192
Santa Barbara, California

Spotmaster

NO. 1
IN CARTRIDGE TAPE EQUIPMENT
SEE THE NEW SPOTMASTER 500

A complete tape cartridge and self cueing record-playback combo unit.

For details or demonstration, write
VISUAL ELECTRONICS CORP.
356 W. 40th STREET, NEW YORK 18, N.Y.

WANTED TO BUY

Stations

WANTED

To purchase, from principle only, radio station grossing $125,000 to $200,000 per year. Terms to be negotiated. We have 20 years radio experience. Successful management. Will consider any area. *NO BROKERS, PLEASE.* Write in confidence to:

Box 935C, BROADCASTING

EMPLOYMENT SERVICE

OPPORTUNITIES IN
RADIO—TV

- Sales Manager

Must be experienced, capable of producing personal sales and directing activities of sales staff. Salary, $6,000 plus override.

- Engineer

First phone, capable of maintaining directional antennas and studio equipment. Salary, $6,500.

- Announcer

Good on news, capable of projecting air personality and building ratings. $6,000.

- Announcers

1) Knowledge of classical music, some news. Salary, $4,800.
2) Knowledge of good music, strong on news. Salary $5,200.
3) Play-by-play, sportscaster, head-up department. Salary $5,500 plus talent.

- Time Salesman

Previous sales experience preferred. $300-$400 per month draw. 20% commission.

Contact: EARL WOOTON
DRAKE PERSONNEL, INC.
29 E. Madison
Chicago, Illinois
Tel—FI 6-8700

JOBS IN RADIO & TV
THROUGHOUT
THE SOUTHEAST

Talent scouts for the station you're looking for — free registration — confidential service. Immediate job openings for—
Announcer-Engineers
Engineers-Salesmen
Announcers-Newsmen-DJ.'s

PROFESSIONAL PLACEMENT
458 Peachtree Arcade, Atlanta, Ga.

FOR SALE

Stations

NORTHEAST—MAJOR
MARKET—DAYTIMER

Best 1 kw signal you ever heard—Operating profitably but present gross could be tripled — Cash or Terms.

Box 990C, BROADCASTING

FOR SALE
STATION

C.P. Daytimer. West.

Box 129D, BROADCASTING

***N. Alabama* new established daytime station. 1410 KCS. Power 500 watts. Five station market—4 cities. $29,000 cash price. No brokers. P. O. Box 55, Haleyville, Alabama.**

FOR SALE

Stations

Calif	Single	Fulltime	$ 150M	terms
Fla	Small	Fulltime	50M	terms
Calif	Single	Daytimer	75M	29%
Ga	Single	250w	175M	terms
Tenn	Single	Daytimer	125M	29%
La	Single	Daytimer	53M	terms
Va	Single	Fulltime	57M	15dn
TVA	Single	Daytimer	85M	30%
Texas	Single	250w	28M	8dn
Ariz	Single	Fulltime	73M	29%
Ala	Medium	250w	65M	22dn
Calif	Medium	Fulltime	60M	cash
Fla	Medium	Regional	230M	terms
Calif	Medium	Regional	70M	29%
Va	Metro	Fulltime	330M	25%
Calif	Metro	Daytimer	175M	terms
Wash	Metro	1kw-D	85M	terms
Midwest	Large	low freq	700M	low dn

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Please Address:
1182 W. Peachtree St., Atlanta 9, Ga.

VIRGINIA REGIONAL DAYTIMER
Good Market
Consistent Money Maker
$175,000; Terms

W. B. GRIMES & CO.
1519 Connecticut Ave., N.W.
Washington 6, D. C.
DEcatur 2-2311

GUNZENDORFER

CALIFORNIA. Big market station ***$225,000.***

NEVADA. Fulltime number one in market. ***$375,000. $110.00*** **down.**

ARIZONA. ***$8,000*** **down. Asking** ***$45,000.***

CALIFORNIA. Southern market daytimer ***$160,000.***

WILT GUNZENDORFER
AND ASSOCIATES
8630 W. Olympic, Los Angeles 35, Calif.
Licensed Brokers Financial Consultants

Mid-West major $1,600,000—Texas single $47,500—Texas Single $60,000—80% of excellent Southwest single money-maker $65,000—Texas semi-major $147,000—Southwest high-profit fulltime regional $200,000—Rocky Mt. single regional $40,000—Southern Major $350,000—Southern single $45,000—Texas Commercial Wired Music Operation $45,000—Others! PATT McDONALD CO., BOX 9266, AUSTIN 17, TEXAS. GL. 3-8080, or Jack Koste, 60 E. 42nd., N. Y., N. Y., MU. 2-4813, or Dick Watts, 1300 Taylor, Amarillo, Tex., Dr. 4-2236.

FOR SALE

Stations

STATIONS FOR SALE

CALIFORNIA. Daytimer. 50,000 market. $8,000 down.

SOUTHWEST. Powerful regional daytimer. Absentee owned. Asking $110,000 with 29% down.

ROCKY MOUNTAIN. Very profitable full time facility. Doing $200,000 per year. Sound market economy. Asking $300,000 with 29% down including real estate.

CALIFORNIA. Daytimer. Excellent market. Doing $100,000. Asking $150,000 with 29% down.

SOUTHWEST. Full time. Network. Asking $75,000 with 29% down.

JACK L. STOLL
& ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Dollar

for

Dollar

you can't

beat a

classified ad

for getting

top-flight

personnel

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 93

Tv Assn., ch. 5, Athena-Weston, Ore. (KEPR, ch. 19, Pasco, Wash.); Jicarilla Apache Tribe, ch. 9, Dulce, N. M. (KOB, ch. 4, Albuquerque, N. M.); Deadwood T. V. Club, chs. 10 and 12, Deadwood, S. D. (KOTA, ch. 3, Rapid City, S. D.); Down River Tv, chs. 6, 4 and 2, Koontzville, Seatons Grove and Belvedere localities, Wash. (KHQ, ch. 6, KXLY-TV, ch. 4, and KREM, ch. 2, Spokane, Wash.); City of Burwell, chs. 12 and 8, Burwell, Neb. (KHAS, ch. 5, Hastings, and KOLN, ch. 10, Lincoln, Neb.); Trout Lake Tv Assn., ch. 6, Trout Lake, Wash. (KOIN-TV, ch. 6, Portland, Ore.); Ten Sleep Free Tv, ch. 7, Ten Sleep, Wyo. (KTWO, ch. 2, Casper, Wyo.); Willard Geer, ch. 7, Dutch Creek, Piney Creek and Story area, all Wyoming (KOOK, ch. 2, Billings, Mont.); Box Elder T. V. Club, ch. 9, Box Elder, Mont. (KFBB, ch. 5, Great Falls, Mont.); Diamond T. V. Corp., chs. 13 and 11, Diamond Valley, Ore. (KTVB-TV, ch. 7, and KBOI-TV, ch. 2, Boise, Idaho).

- Granted licenses for following am stations: WPEH Louisville, Ga.; WIRV Irvine, Ky.; WHHT Lucedale, Miss.
- Granted licenses for following fm stations: WHLF-FM South Boston, Va.; KGMG Portland, Ore.; WELG Elgin, Ill.

WSB Atlanta, Ga.—Granted license covering changes in trans. equipment.

WJDX Jackson, Miss—Granted license covering change in ant.-trans. location, DA system, ground system and installation new trans.

WKAN Kankakee, Ill.—Granted license covering installation trans. at main trans. location as aux. trans. and operation by remote control.

WMUZ(FM) Detroit, Mich.—Granted license covering increase in ERP, ant. height, change ant.-trans. and main studio locations, installation new trans. and ant. and changes in ant. system.

WKRG Mobile, Ala.—Granted license to use old main trans. as alternate main trans.

KOA Denver, Colo.—Granted license covering installation new trans. as aux. trans.

WKRG Mobile, Ala.—Granted license covering installation of new type trans.

WIMS Michigan City, Ind.—Granted license to replace expired permit which authorized increase in daytime power, change to DA night and day, studio location, installation new trans. and specify use of new trans. as daytime main and nighttime aux.

WKAN Kankakee, Ill.—Granted license covering change in hours of operation, ant.-trans. location, installation new trans. and other engineering changes.

WMVG Milledgeville, Ga.—Granted license covering increase in daytime power and new trans.

KCND-TV Pembina, N. D.—Granted mod. of cp to change beam tilt of ant. and change type.

Actions of November 10

WAFG-TV Huntsville, Ala.—Granted cp to change ERP to vis. 204 kw, aur. to 112 kw, install new trans. and make other equipment changes; ant. 1,020 ft.

WMBS Uniontown, Pa.—Remote control permitted while using non-DA.

License renewals

Following stations were granted renewal of license:

KHEN Henryetta, Okla.; KIMO Hilo, Hawaii; KITO San Bernardino, Calif.; KXRX San Jose, Calif.; WGMS Bethesda, Md.; WKBI St. Marys, Pa.; WVET Rochester, N. Y.; WVVW Grafton, W. Va.: WBBB Burlington-Graham, N. C.; WBUY Lexington, N. C.; WCEC Rocky Mount, N. C.; WCOG Greensboro, N. C.; WCPS Tarboro, N. C.; WDBM Statesville, N. C.; WETC Wendell-Zebulon, N. C.; WFNC Fayetteville, N. C.; WGNC Gastonia, N. C.; WGTL Kannapolis, N. C.; WHIP Mooresville, N. C.; WHKY Hickory, N. C.; WIDU Fayetteville, N. C.; WIRC Hickory, N. C.; WLON Lincolnton, N. C.; WMDE(FM) Greensboro, N. C.; WNOS High Point, N. C.; WPTF Raleigh, N. C.; WQSN Charleston, S. C.; WABZ-FM Albemarle, N. C.; WBBB-FM Burlington-Graham, N. C.; WBUY-FM Lexington, N. C.; WCPS-FM Tarboro, N. C.; WCSC-FM Charleston, S. C.; WEED-FM Rocky Mount, N. C.; WFBC-FM Greenville, S. C.; WFNC-FM Fayetteville, N. C.; WGNC-FM Gastonia, N. C.; WMFR-FM High Point, N. C.; WNOS-FM High Point, N. C.; WPTF-FM Raleigh, N. C.; WREV-FM Reidsville, N. C.; WSJS-FM Winston-Salem, N. C.; WSOC-FM Charlotte, N. C.; WCSC-TV KIZ-23, Charleston, S. C.; WECT(TV) Wilmington, N. C.; WFBC-TV Greenville, S. C.; WIS-TV Columbia, S. C.; WNCT(TV) Greenville, N. C.; WNOK-TV Columbia, S. C.; WSJS-TV Winston-Salem, N. C.; WUSN-TV Charleston, S. C. Ann. Nov. 16.

VOTE FOR JONES
Jones
charmatz

ALL STUMPS ARE NOT IN FORESTS!

All adhesive bandages are not **BAND-AID** TRADEMARK Adhesive Bandages

The registered trademark BAND-AID is one of the most widely known in the world . . . recognized in more than 75 countries. It is an adjective indicating Johnson & Johnson as the source of a product and is never the name of a product.

It is used in connection with a whole family of products made only by Johnson & Johnson and is always followed by a product name as—BAND-AID Adhesive Bandages, BAND-AID Clear Tape, BAND-AID Sheer Strips, BAND-AID Moleskin Adhesive, etc.

We appreciate your mentioning our trademarks along with our products and we hope you will continue to do so. But when you do, won't you please use both correctly?

Johnson & Johnson

OUR RESPECTS to Harold Cutliff Stuart, president, KVOO-AM-TV Tulsa

A winner may practice his game in several fields

Harold C. Stuart is the kind of man you'd like to have with you on a dark night along the Marseilles waterfront.

Or on your side at a conference table.

He's that kind of person—vital, alert and capable in both the physical and mental sense.

The appearance of the square-visaged, 48-year-old president of KVOO-AM-TV Tulsa is matched by performance; he doesn't just look that way.

In his school days, he was captain of his college boxing team—and never lost a fight.

In World War II he was an Air Force colonel, in charge of the Ninth Air Force's operational intelligence in the European Theatre.

His great love now is bird-hunting, mainly ducks, but also quail and pheasant. He shoots golf in the mid-80s.

As a lawyer and a citizen, he has represented major corporations and has sat in high places. His law firm has offices in both Tulsa and Washington.

He served as assistant secretary of the Air Force under President Truman.

Campaigner ▪ In the last election, he was vice chairman of the national finance committee of the Democratic Party. He's a director of banks and businesses and serves his state as a highway commissioner.

Harold Cutliff Stuart considers KVOO-TV the number one station in his home community. This is stated simply, without false modesty or braggadocio.

The news department of KVOO-TV comprises seven men, the largest in the city, he'll tell you. Its farm department has six men fulltime, also the largest in the city, according to Mr. Stuart.

During the recent elections, the KVOO stations editorialized with hard-hitting messages on such local matters as reapportionment. But beyond taking a stand, the stations explained in simple but cogent language the pros and cons of other petitions on the ballot. Like most civic-minded broadcast stations it ran a sustained campaign to get out the vote.

For the last six years, the stations have operated a weekly three-day seminar for boys of the Tulsa service area at their ranch outside the city. There prominent local and national leaders have talked to the boys on local and national matters. The ranch accommodates 75 boys at a time and Mr. Stuart estimates more than 25,000 have been exposed to stimulating men and at the same time to the discipline of ranch life.

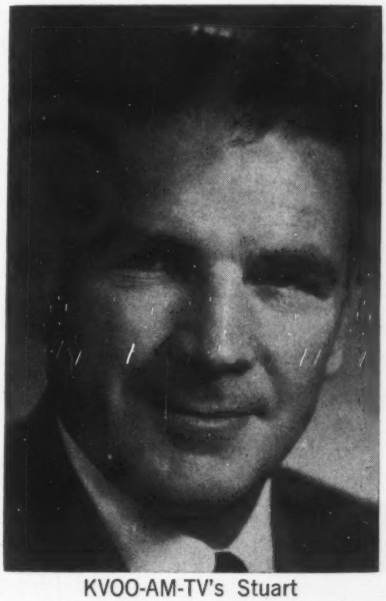
Experimental Ranch ▪ The obligation of KVOO to its audience is not far from the thoughts of its management. The station has just bought 3,000 acres about 25 miles east of Tulsa. This will serve as a model farm and ranch, where experiments will be undertaken in improving cattle and raising feed. The land cost $177,000 and Mr. Stuart figures the station will spend $25,000 to $35,000 a year in upgrading the facilities and carrying out the farm and ranch program.

Mr. Stuart represents the interests of the late William G. Skelly, Oklahoma oil baron, in the ownership and management of the KVOO stations. He is married to the former Joan Skelly. The stations are also owned partially by the Kerr-McGee interests.

Because he's been busy in a larger field, Mr. Stuart has not been very active in broadcaster associations. He is, however, a founder and a director of the Assn. of Maximum Service Telecasters. He has been a director of NBC Affiliates. Some time ago he worked on NAB's labor committee.

The Stuart antecedents are notable. His grandfather was the first federal judge in what was then Indian Territory. His father was an Oklahoma City banker. Mr. Stuart was born there on the Fourth of July, 1912. He has two brothers.

Mr. Stuart attended the U. of Virginia and received his law degree from that institution in 1936. At college he was a member of the honor council, the highest student governing group. He was a member of such select student societies as "The 13" and the "Imps." He is a Deke fraternity man.



KVOO-AM-TV's Stuart
He considers his station No. 1

Instead of returning to Oklahoma City he went northward to Tulsa. He was a founder of what is now the two-city law firm of Doerner, Stuart, Moreland, Campbell & Saunders.

He was appointed a common pleas judge in 1941, but resigned when he enlisted in the Air Force. He was mustered out as a colonel and wears the ETO ribbon with six battle stars, the Bronze Star, the Luxembourg Croix de Guerre, and Norway's Medal of Freedom and Medal of Liberation. He was invested with Norway's Order of St. Olav.

Scandiophile ▪ Mr. Stuart accompanied the Allied forces in the liberation of Norway in World War II and came to love the land and the people. This affection resulted in Mr. and Mrs. Skelly's adoption of two Norwegian orphans, now typical American teenagers. Mr. Stuart serves also as Norwegian vice consul in the state of Oklahoma.

It is the Air Force that is Mr. Stuart's great love.

He served with Stuart Symington as assistant secretary from 1949 through 1951. He was in charge of major Air Force matters—research and development, bases and installations all over the world, civilian components and civil matters and the Air Force reserves.

This Air Force affiliation has continued. Mr. Stuart is president of the Air Force Academy Foundation, the group which has shouldered many of the burdens usually borne by alumni associations. The foundation last year built a $250,000 golf course for the air cadets; it is now building a $3.5 million football stadium at the Colorado Springs academy.

Mr. Stuart is also a director of the Air Force Association and of the Space Age Educational Foundation.

He is director of the $250,000 Gertrude Skelly Foundation, established to aid with scholarships the children of military personnel who wish to attend the Air Academy.

Besides business, the law, and his Air Force activities, Mr. Stuart is the good citizen in other areas: he's a director of the American Red Cross, the Oklahoma division of the American Cancer Society and the Hillcrest Psychiatric Foundation.

Men who reach his stature often have shown early signs of future eminence. Mr. Stuart fits this pattern: he was an Eagle Scout in his younger days.

EDITORIALS

Shell game

SHELL OIL and its new agency, Ogilvy, Benson & Mather, have made the headlines twice in recent days. First they announced that they were discarding the historic commission system of agency payment and were adopting, instead, a cost-plus arrangement. Then Shell announced it was swinging its entire advertising budget into newspapers.

The news in the new payment arrangement is not that it happened, but that the principals announced that it had happened. It is by no means the first time the media commission system has been breached and it will not be the last. A trend has been moving quietly in that direction for several years, pushed along most specifically by the Assn. of National Advertisers' exhaustive study that culminated in the famed "Frey Report" in 1957. The net effect of the Shell-Ogilvy arrangement, then, will be not to start a trend but probably to give momentum to an old one by generating more thought, more discussion and, one would guess, less inclination to hold unquestioningly to the old concept.

Ordinarily we would not quarrel with the argument that compensation is something to be decided between employer and employe. But this is not a bilateral matter. It is a third party's money—media's—that is being pushed around. Media's rates were developed, basically, on the assumption that they were commissionable, with the commission going to the agency as payment for services rendered to media. If an evolution is in progress that challenges the validity of this concept then at some point television and radio and other media must make some decisions of their own. Do they continue paying commissions that are rebated to the advertiser? Do they overhaul their rate structures to adjust or eliminate the commission element? Or does the fee arrangement, no matter how the commission is handled, really fail to change the commission concept as a practical matter?

If Shell and Ogilvy were swimming with the tide in going to a new payment plan, they definitely were swimming against it when they plunged everything they had into newspapers. The trend there is definitely the other way; in 1959, for instance, gasoline and oil companies gave television almost 40% of their advertising as against 30% for newspapers, and in 1960 television's share is rising while newspapers' is expected to drop to perhaps one-fifth of the total.

Television's track record as a salesman is too good for Shell—or any other major company that wants to remain major—to ignore it for long. Shell will be back. To the extent that newspapers do not hold that 100% commitment they will lose stature by exactly that much. The tide here clearly is in favor of television and against newspapers. Certainly television can look forward to this experiment—unfortunate as it seems at the moment—with far more confidence than newspapers can.

Rubber stamp FCC?

A BARE FCC majority too prone to jump whenever a few congressmen snort is about to deliver a crushing blow to free enterprise in broadcasting. Four members (Ford, Bartley, Lee and Cross) favor a new rule to prohibit transfers or sales of radio and television stations during the regular three-year license period unless there are extenuating circumstances. Two members (Hyde and Craven) oppose such a rule as contrary to law and an interference with free enterprise.

Unless the four-man majority is dissuaded by the logic of the dissenters, a proposed rule will issue—probably within a fortnight. Commissioner Bartley would go even beyond his three colleagues by requiring a showing by the proposed purchaser that he would render program service superior to that of the seller.

Admittedly there has been a lot of trading in stations in recent years. No one condones trafficking or the influx of speculators in broadcasting—the basis for sporadic congressional complaint and presumably for the majority FCC view.

If there have been transfers to unqualified people, the FCC must assume the responsibility. It is a prime function of the FCC to ascertain that qualified people are the licensee. It not only has the right but the duty to inquire into situations where trafficking or speculation is suspected. It can order hearings and, where the facts warrant, deny a sale to an undesirable purchaser.

The effect of the majority's proposed order would be to freeze ownership for three years except where there would be substantial reason for relinquishing a license. Included in reasons for relinquishment might be death, incapacitation or bankruptcy. Apparently excluded would be situations where the owner is losing money or where he just didn't want to live in the community or stay in the business. In such circumstances the broadcaster against his will would be forced to remain in business for the duration of license or to fold.

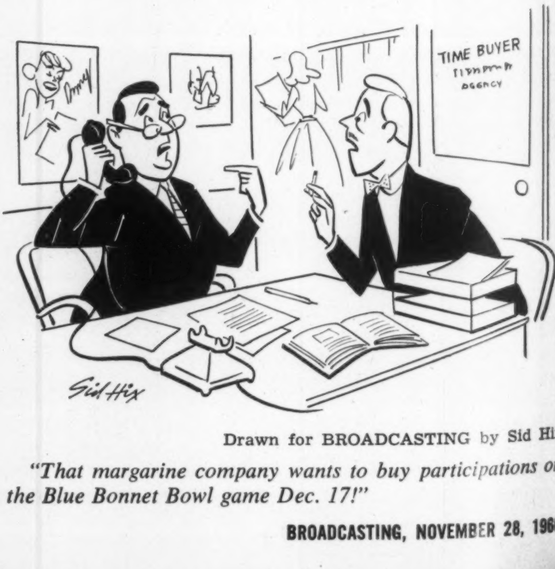
Transfers have been a problem for years. Fifteen years ago the so-called Avco rule was adopted wherein, once a licensee proposed to sell, he was forced to advertise a station's availability on an auction basis, with the FCC as the arbiter. Four years later, the FCC repealed the Avco rule as unworkable. And in 1952, Congress legislated against this ridiculous procedure.

Station owners should not be discouraged from upgrading their holdings. To do so would be to limit progress and to penalize initiative.

The FCC is a discretionary body of great power. It was not meant to function with hard and fast rules covering every contingency. There are seven commissioners whose duty it is to determine individual cases on their merits. Circumstances and facts differ from case to case.

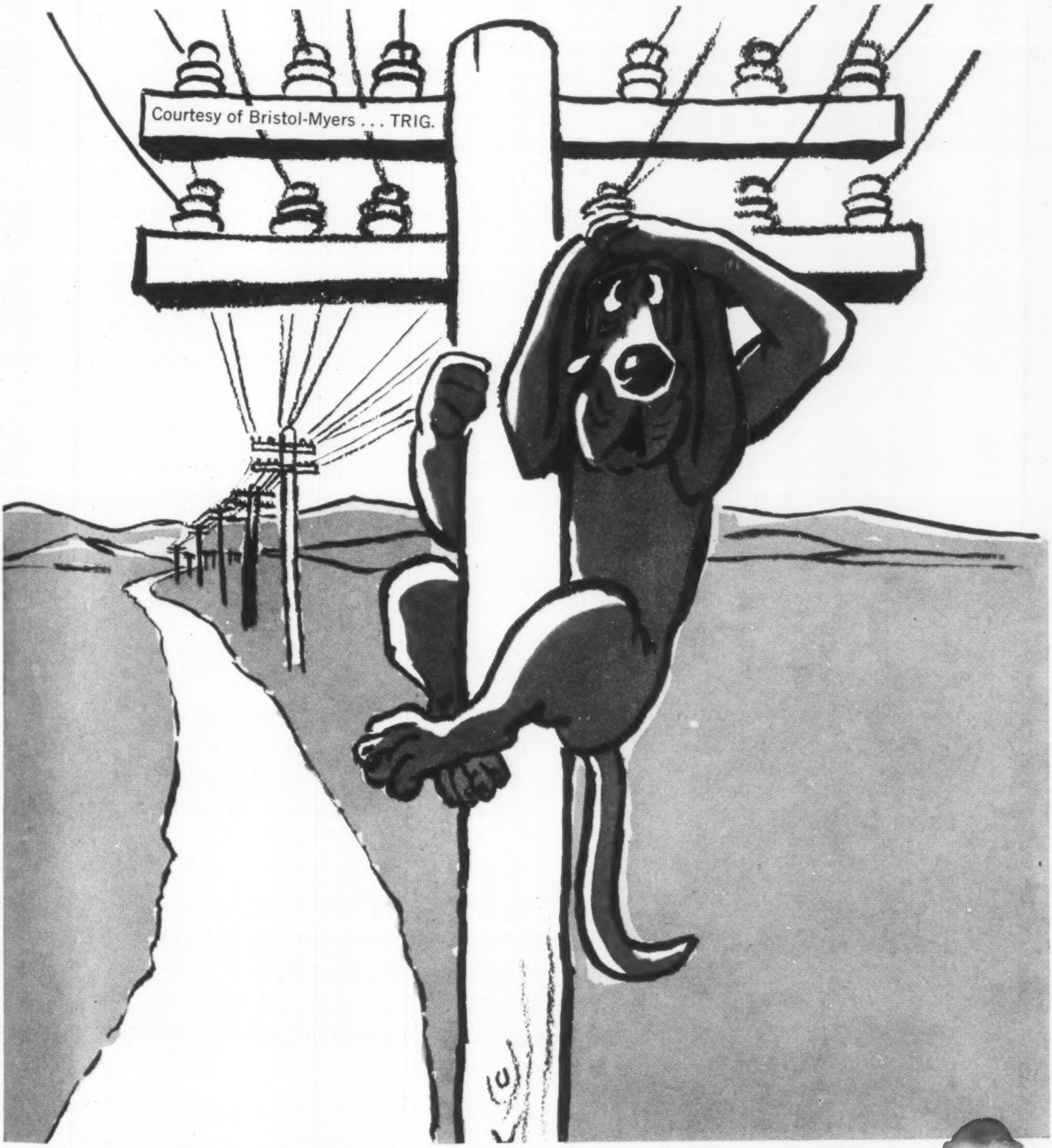
If the notion is that the FCC should adopt rigid rules on transfers, and in other areas, the need for a seven-man body is diminished. An administrator could do the job, saving the taxpayers substantial sums expended for the commissioners and their staffs.

A complicated rule isn't essential to handle the problem of speculation and trafficking in licenses. An alert FCC can spot the phonies and get at them through the hearing process. New blood and new competition of the legitimate kind are essential to the development of art and industry.



Drawn for BROADCASTING by Sid Hix

"That margarine company wants to buy participations on the Blue Bonnet Bowl game Dec. 17!"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